MAD

Our Price 25¢ CHEAP

No. 46 April '59

THIS IS THE END OF MAD

KELLY FREAS

Mainly, this is the back cover! For the beginning of MAD, turn the magazine upside down and start at the front, stupid!

APRIL FOOL!

For the First time in your life... feel really MAD! Get that MAD Glow... from Head to Toe... in a...

MAD STRAIGHT JACKET

Be the first in your "gang" to wear MAD's own genuine simulated straight jacket. Looks exactly like the real thing, but has the added advantage that you can get your hands loose to fight them off when they come to take you away. Just the thing for busting up Olympic Drinking Team warm-ups, and other such sporting events. Doubles as an autograph, beach, or lounging jacket. Has deep outside pockets roomy enough to carry a whole salami, a bottle of beer, a loaf of bread, a hatchet, a clarinet, a sub-machine gun, etc. (Not all at once, though—but one at a time!) Also handy in case you break both your arms, as outside criss-crossed pockets cradle arms comfortably—no sling needed. Printed on back in four permanent colors. **Trompe l'oeil** (phony) belt is secured by genuine padlock, which you'll love till you sit in a hard-backed chair. Made for Small, Medium, and Large lunatics. Only $4.95 postpaid.

use coupon or duplicate

MAD STRAIGHT JACKETS
225 Lafayette Street
New York City 12, N.Y.

I want to feel really MAD. Rush my MAD Straight Jacket(s). I enclose $4.95 for each jacket, and I have indicated my size(s) — S, M, or L. Hey, y'know I'm beginning to feel MAD already, falling for this ad!

NAME_____

ADDRESS_____

CITY_____ **ZONE**_____ **STATE**_____

NO. OF JACKETS_____ **SIZE(S)**_____ (S) small (M) medium (L) large

AMOUNT ENCLOSED AT $4.95 each_____

For his parting shot this issue, Don Martin downs three fingers of Jack Daniels, and leaves us with his sensitive observations

ON PICKING FLOWERS

**Accomplice: Sloymole.

The local funeral parlor wouldn't touch him either, without a signed release from his next of kin.

And, before long, Jack's neighbors began holding mass protest meetings and writing angry letters to the Board of Health.

Poor Jack was really in a spot. But in the nick of time, his goose laid a golden egg, and he was able to sell the egg and hire a private trucking firm to haul the giant away.

Unfortunately, just as the truck was driving off, it ran over Jack's magic goose. And so Jack had nothing to show for all his trouble but a few newspaper clippings, a summons from the Board of Health, a peptic ulcer and one small goose-down pillow.

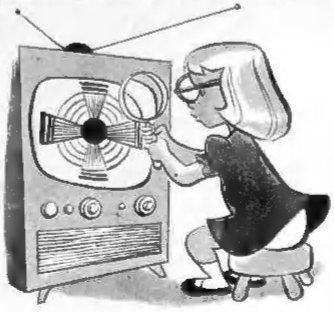
She caught her finger in the Mix-Master, short-circuited the Hi-Fi set, and let the water overflow in the filter-flow washing machine.

Cars and airplanes scared her to death. And the first time she saw Ralph Edwards on television, she had a nervous breakdown.

The Royal Physician finally put her on tranquilizers. But still, the Princess couldn't eat or sleep. And so, after a hundred years in bed, Sleeping Beauty wound up with a bad case of insomnia.

**Gladiator: Happy cannibal widower.

The eye-doctor found that Little Red Riding Hood was suffering from near-sightedness, far-sightedness, myopia, astigmatism, and convergent strabismus. She became a celebrity in opthalmic circles, and was written up in several medical text books.



From then on, instead of chasing around in the woods, Red Riding Hood stayed home and did eye-straightening exercises. And so, as she grew older, her eyesight improved greatly.

Naturally, as she grew older, the rest of her improved greatly, too! So she *still* had trouble with wolves! But she never again got them mixed up with her grandmother!

Remember . . .

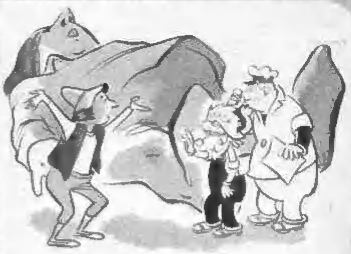
Jack and the Beanstalk

reached the ground, Jack looked up and saw the Giant right behind him! Quickly, he took an axe and chopped at the beanstalk. It started to sway, then crashed to the ground—

And that was the end of the giant!

With the magic goose to lay golden eggs for them, Jack and his old mother lived in comfort and happiness forever after.

Let's face it! How comfortable would you be with a big dead giant cluttering up your backyard? And how comfortable would your neighbors let you be?



This all happened on Tuesday, and in the suburbs where Jack lived, the garbage pick-ups were made on Mondays and Fridays only. So you can imagine the smell when Friday rolled around, and the garbage men finally arrived. One whiff, and they refused to take him, claiming that "giant-removing" wasn't in their contract.

Remember . . .

The Sleeping Beauty

all standing in their places, fast asleep.

On a bower, overgrown with vines, the Prince saw the beautiful sleeping Princess. Overcome by her loveliness, he bent and kissed her pale lips. Immediately, her eyelashes fluttered, and she awakened.

She told the Prince of the spell cast on her by an evil sorceress many years before—a spell which his kiss had broken. Overjoyed, he took her in his arms—and soon they were married.

And they lived happily ever after.

Except for one tiny detail that everyone had overlooked! This kid had slept for one hundred years! That's a lot of catching up to have to do!

It wasn't so easy for the Princess to adjust to modern living. In her time, people were still churning their own butter, weaving their own flax, and talking about the Crimean War.

Her troubles began the moment the Prince carried her over the moat of his new split-level ranch palace . . .

Remember . . .

Little Red Riding Hood

a woodsman, chopping trees nearby, heard Little Red Riding Hood's cries for help, and rushed to the cottage. When he saw what was happening, he killed the wolf with one blow of his axe.

Little Red Riding Hood's grandmother came out of the closet where she was hiding. She kissed her granddaughter, and thanked the woodsman. Then, they all sat down to enjoy the food that Red Riding Hood had brought in her basket . . .

. . . and they were happy ever after.

Now, let's look at this objectively! Could you live happily with a kid who couldn't tell a wolf from her grandmother? Of course not!

The first thing Little Red Riding Hood's grandmother did after the old woodsman left was to give the kid a good clout. Then she dragged her into town to have her eyes examined.

Did they really go around, after that one crisis in their lives, wallowing in unbridled joy and merriment? Or did they continue to have problems just like the rest of us?

Because MAD believes that kids should be taught to come to grips with reality and realize that life isn't at all like the sweetness-and-light of fairy tales, here are . . .

-up pages which prove

WEREN'T SO HAPPY

PICTURES BY BOB CLARKE

The trail led straight to Hansel and Gretel, who confessed proudly. Overnight, the Hansel-Gretel case became known as the "crime of the century." Shocked people everywhere demanded swift punishment.

Derrence Clarrow, the famous trial lawyer was hired to defend the two young murderers. He pleaded the case brilliantly, and succeeded in arousing much public sympathy for the children by showing they were mentally ill.

The jury, although it found them guilty, recommended mercy, and Hansel and Gretel were sentenced to Reform School for life. The full story of this shocking crime may be read in Meyer Livid's book, "Combustion"!

**Quisling: A small contestant.

Finally, he became so enamored with himself, he decided to become a movie star and share his handsome countenance with the world. So he hired an agent, pulled a few royal strings, and before very long, landed a big Hollywood contract.

Unfortunately, his gorgeous looks did not photograph quite so gorgeous in Cinemascope, as an actor he was a bust, and his first picture turned out to be a bomb!

So he ended up working out his contract playing "creature" parts in Grade-B monster-movies—hidden under tons of repulsive and horrible makeup.

THE GRIMM FACTS DEPT.

Remember how them fairy tales you used to read (and maybe still do) all ended with the mealy-mouthed syrupy phrase: *"—and they lived happily every after."*? Well, we've been brooding about this lately. We've been brooding about other things, too, lately, but this is far more important! Mainly, what was so special about fairy tale characters?

some fairy tale follow-

THE HAPPY ENDINGS

Remember . . .

Hansel and Gretel

and as she leaned in to show them, Hansel and Gretel pushed the wicked old witch into the oven, and slammed the door. Then they ran out of the house and through the woods as fast as their legs could carry them.

When their father, the old woodcutter, saw his children again, he was overjoyed. He hugged them and kissed them, and they all joined hands and went into their little cottage . . .

Where they lived happily ever after!

Sure they did! Kids go around shoving old ladies into hot ovens all the time, and nobody bats an eyelash! Until the crime is discovered!

An itinerant witchgoods peddlar, making his usual rounds, got curious about all the newspapers and bottles of snake milk piling up outside the witch's door—so he investigated—

And found the gruesome evidence!

Remember . . .

Beauty and the Beast

wept, and took him in her arms, and told the Beast that she loved him with all her heart.

And immediately, he was changed into a tall, handsome Prince!

Beauty was astounded. The Prince explained that an evil witch had cast a spell on him, and that Beauty's love had at last set him free.

So Beauty and the Prince were married, and lived together happily for ever and ever after.

You don't have to be any psychiatrist to figure out that all these changes in the physical usually result in changes of personality!

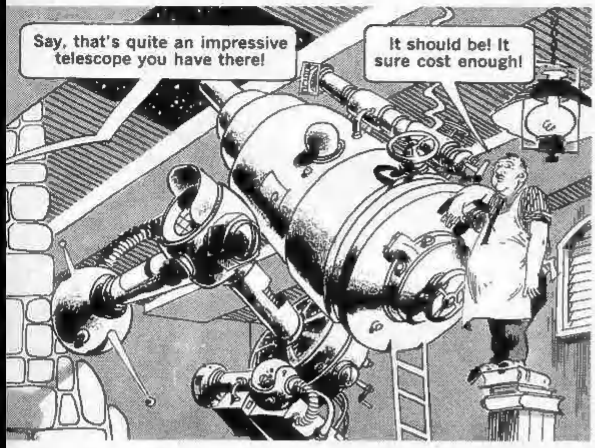
The Prince was so thrilled to be rid of his repulsive and horrible old face that he spent all his spare time staring into a mirror, admiring his gorgeous new looks, and completely ignoring Beauty.

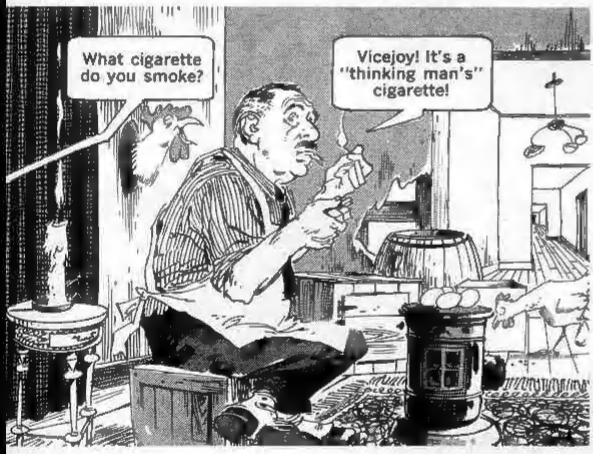
**Shun: A Drunk's male child.

TV ADS WE'D LIKE TO SEE

The Vicejoy Ad

PICTURES BY MORT DRUCKER

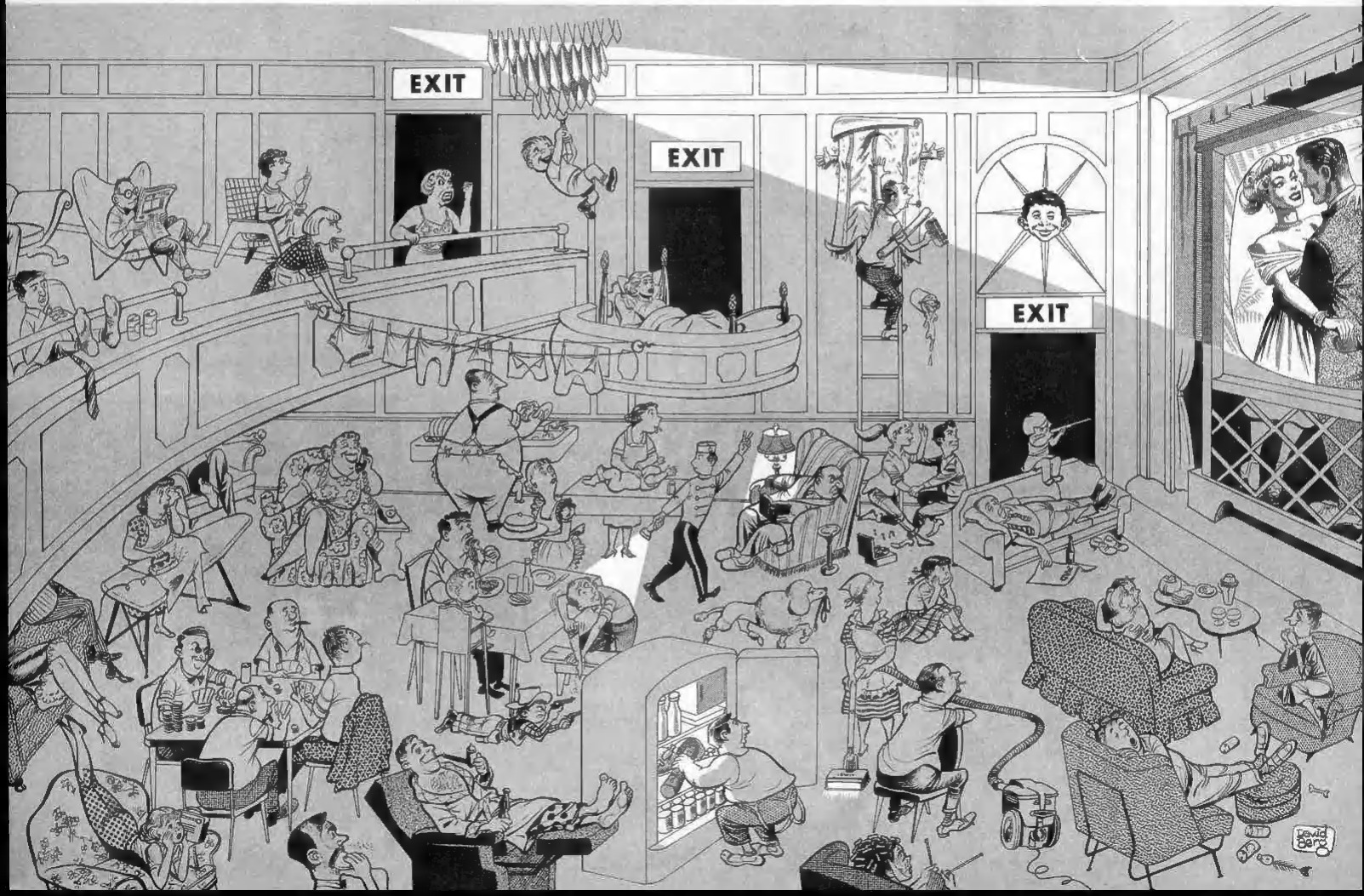




Really? What can't you help thinking about?
I can't help thinking about how in heck I'll ever be able to pay for this big fancy expensive telescope on a Chicken-Flicker's salary!
BILL
BILL
BILL

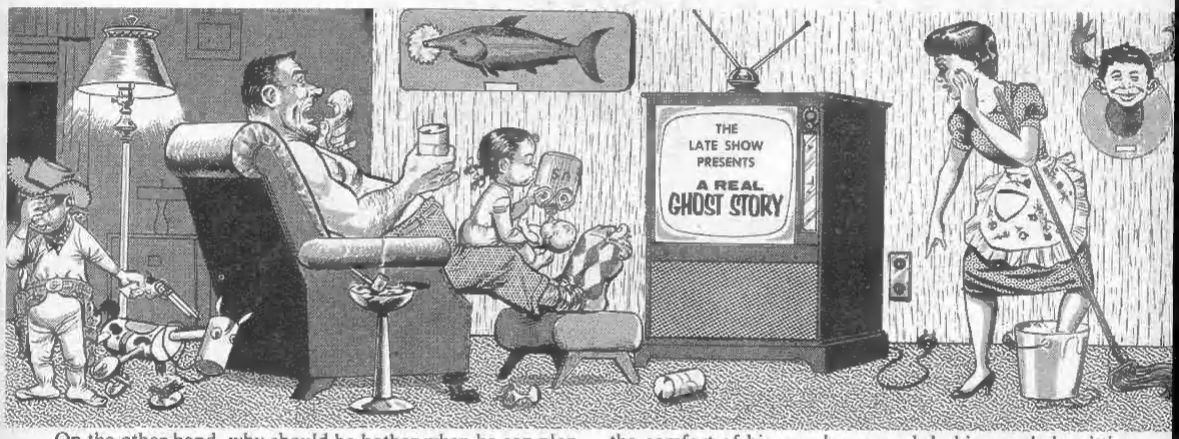
AND HERE ARE THE RESULTS . . .

Thus, by adding a few accessories, and re-designing the interiors to look like everybody's home, theater-owners would play to packed houses every night. Of course, they wouldn't have to bother if Hollywood made better movies.



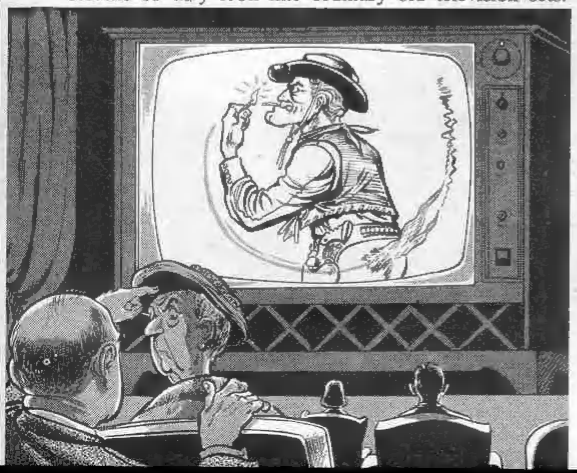
MOVIES ARE EMPTIER THAN EVER

STORY AND PICTURES BY DAVID BERG



On the other hand, why should he bother when he can plop down into a soft easy chair, dressed as he's pleased, in the comfort of his own home, and do his own baby-sitting while he watches an awful movie on TV *free-for-nothing!*

Then, they should remodel their sparkling white movie screens so they look like ordinary old television sets.

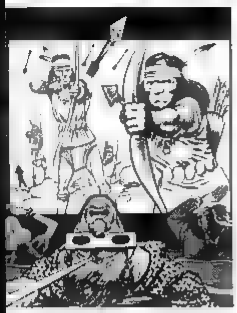


And to offset the free admission, they should sell time and periodically interrupt the pictures with commercials.

**Water Cooler: A small body of water completely surrounded.

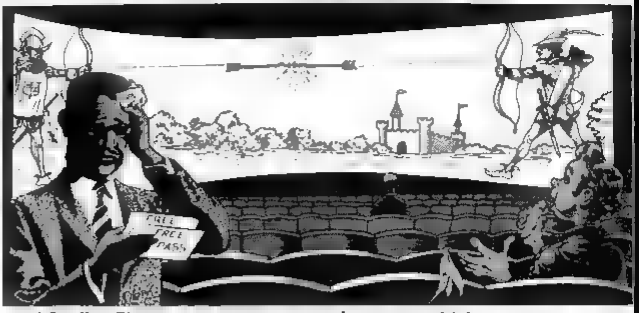
THERE'S NO BUSINESS IN SHOW BUSINESS DEPT.

IN AN EFFORT TO STIMULATE SAGGING BOX-OFFICE RECEIPTS AND TO KEEP MORE AND MORE MOVIE THEATERS FROM GOING OUT OF BUSINESS, HOLLYWOOD HAS RESORTED TO SOME DESPERATE MEASURES



First came 3-D, which only served to irritate the movie-goers' eyes!

Then came 3-track stereophonic sound, which only served to irritate the movie-goers' ears!



And finally, Cinemascope wrap-around screens, which only served to irritate the theater owners' ulcers by illuminating seats better, making it obvious that .....

HERE'S THE REASON WHY...

In order to go to a movie today, the average guy has to pay a baby-sitter!

When he gets to the movie, he has to pay an outrageous admission charge!

All this so he can sit in ■ straight-backed chair and see an awful picture!

HERE'S WHAT CAN BE DONE...

The first thing theater-owners should do to fill their empty movie houses is eliminate the admission charges.

Next, they should rip out those straight-back theater seats and replace them with comfortable old easy chairs.

and mainly new ulcers! These things are called "success symbols." Recently, we at MAD figured a way out of this rat-race to attain "success symbols" . . . a way to impress "The Joneses" with things that may *look* expensive, but really aren't! In other words, now we can live beyond our means with no undue strain, thanks to . . .

PICTURES BY JOE ORLANDO

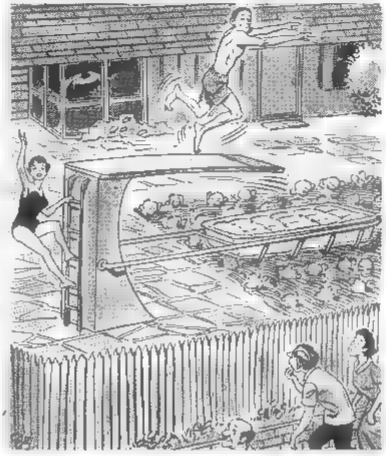
SUCCESS SYMBOLS

PSEUDO-FAX HOME IMPROVEMENT SIGNS
($1.95 each — $5.99 the set)

A BRAND NEW FULLY AUTOMATIC KASKO KITCHEN is being installed HERE (and it's costing them plenty!)
A completely new 1959 Model CLAFFEN OIL WELL is being installed in the basement of THIS HOME
THIS HOME IS GETTING A DUCO ENGINEERED RUMPUS ROOM
Pine Paneling by F. Freem
Inlay Linoleum by Z. Froom
Furnishings by B. Framm
Financing by A. Miracle

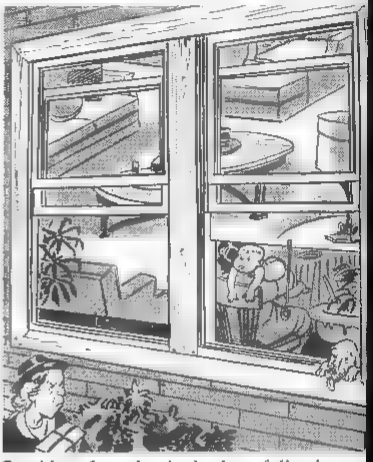
Simple, but effective — merely place a psuedo-fax sign on front lawn for two weeks, complain bitterly to neighbors about slow deliveries, work delays, shoddy materials, etc., then change to next sign. Made of wood so they can be burned as fuel after they've been used.

FABRI-TEX SWIMMING POOL
($9.95 incl. installation)



Unit consists of simulated split-wood screen fence with diving-board. Gives impression of big, beautiful backyard swimming pool. Owner can don trunks, climb ladder, and dive off. Owner can also break leg doing this, so safety-mattress is available at small charge.

DECEPTO-PRINT WINDOW SHADES
(89c each — $2.98 the set)

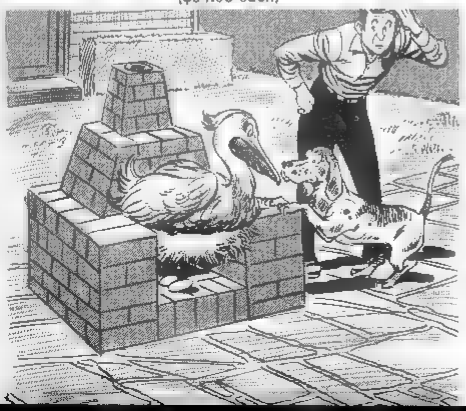


Outside of each shade has full-color reproduction in perfect perspective of room-section with expensive furniture. When entire set is lowered, outsider gets impression of elegantly-furnished home. Also, keeps house dark so you can't see crummy furniture you do own!

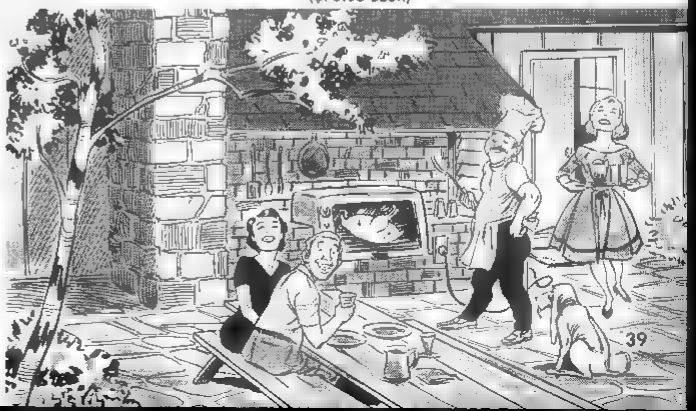
WILL BECOME ACTUAL REAL SUCCESS SYMBOLS

in faking success. For example, below, left, is MAD's Cut-Rate "Barbecue" Success Symbol, and to it's right are a few of the other more cleverer ones now being manufactured. See what we mean?

GENUINE ALL-BRICK FAKE BARBECUE
($34.95 each)



SUPER ■ LUXE GENUINE QUARRYSTONE FAKE BARBECUE WITH REAL ELECTRIC ROTATING SPIT
($79.95 each)



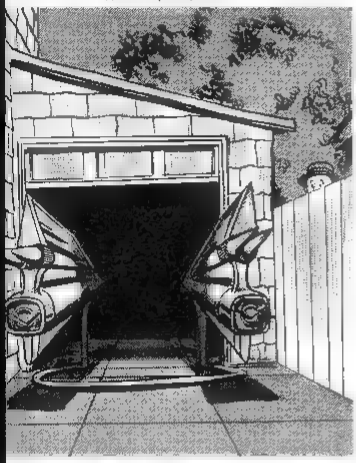
**Playboy: Son of doughfling parents

GET RICH CHEAP DEPT.

In the old days, our American dream of success was to "keep up with The Joneses." But not any more! Today, our American dream of success is to have "The Joneses" keep up with *us!* Attaining this dream consists of constantly raising our standard of living by attaining material things . . . like new cars, new homes, new furniture,

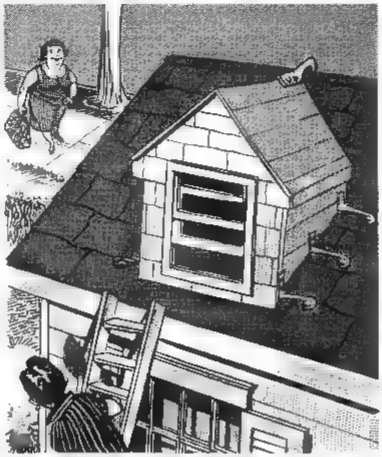
MAD'S CUT-RATE

PLASTI-SHAM CADILLAC TAIL FINS
($4.98 per pair)



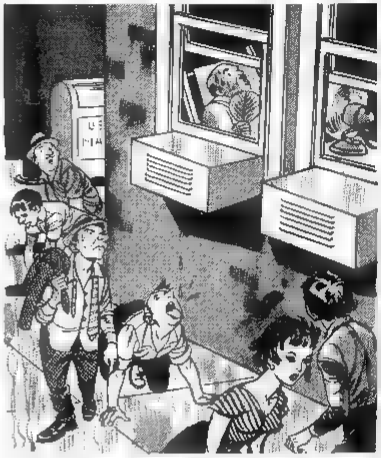
Full-scale plastic replica — will fool sharpest eye. Assemble as directed and place so tail fins extend impressively several feet past edge of garage door. End embarrassment of having to drive beat-up old '49 car. Rich, successful people always have beat-up second cars!

BOGUS-BOARD ATTIC DORMER
($3.99 each)



Sturdy, weather resistant — will hook easily to any standard house roof, and gives home that "finished attic" look. Invite mother-in-law for lengthy stay to enhance effect. Serves dual purpose by impressing neighbors and irritating mother-in-law who ends up on old couch.

PLEXI-FRAUD AIR CONDITIONER
($2.49 each — De Luxe Model $2.69)

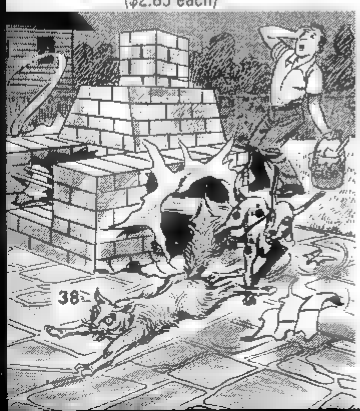


Easily assembled — made of laminated shirt cardboards. Useful for both city and suburban dwellings. Place one unit per window for best impression. Place two units per window for sensational impression! De-luxe model has built-in sponge which drips water realistically.

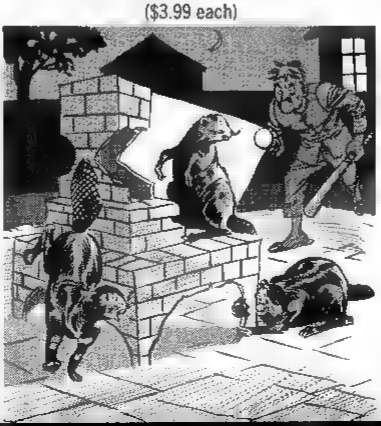
UNFORTUNATELY, CUT-RATE SUCCESS SYMBOLS

That's right! Word of MAD's clever "Cut-Rate Success Symbols" leaked out, and right now manufacturers are turning out even cleverer ones for those people who will want to outdo their neighbors

CORRUGATED FAKE BARBECUE
($2.85 each)



BEAVERBOARD FAKE BARBECUE
($3.99 each)



DURO-PLASTIC FAKE BARBECUE
($7.95 each)

**Begger: Alms manufacturer.

If Mickey Spillane Wrote: NANCY

THANKS, SLUGGO! HE WAS GETTING FRESH!
FORGET IT, SISTER! I DON'T LIKE TO SEE CHEAP HOODS MESSING UP SWEET KIDS LIKE YOU!
BUT HOW COULD I EVER REPAY YOU?
WELL, WE COULD START BY HOPPING INTO MY MG AND DROPPING OVER TO YOUR PLACE FOR A NIGHTCAP!

OH, WHAT A BAD OPERATION! OH, I WISH IT WEREN'T TRUE! I DID MY DURNDEST TO SAVE HIM! LOOKS LIKE HE DIDN'T PULL THROUGH!
RODGERS and HAMMERSTEIN

COUSIN ASP... WE GOTTA SEND LITTLE ANNIE BACK TO TH' ASYLUM...
YO'RE TRYIN' TO CUT ME OUTTA YORE WILL, THA'S WHAT YO'RE TRYIN' TO DO... AH'LL GET YUH FER THIS, BIG DADDY...
GRRRR

If Edgar Allan Poe Wrote:
DENNIS THE MENACE

Once upon a midnight dreary, while I pondered weak and weary,
Over many a slap and painful spanking that had made me sore —
Suddenly a strange desire prompted me to light a fire,
Flaming higher, fiery pyre — funeral pyre from the floor!
Bright it burned, a brilliant blaze that told me with a final roar
I'd get spankings, Nevermore!

If Walt Whitman Wrote: THE KATZENJAMMER KIDS

OH, CAPTAIN! HERR CAPTAIN! DIS FIENDISH TRICK ISS GREAT!
YOU STEP ON DER BANANA PEEL, UND SLIP INTO DER GATE!
DER GATE DEN SVING, UND YANK DER STRING!
VILE FRITZ UND ME IS ROLLING!
DER STRING IGNITES DER DYNAMITES!
AND EVERYTING'S EXPLODING!
BOOM!

If Rodgers & Hammerstein Wrote: REX MORGAN, M.D.

THERE'S A BRIGHT GOLDEN CYST ON HIS ELBOW! THERE'S A BRIGHT GOLDEN CYST ON HIS ELBOW!
HIS PULSE IS AS WEAK AS A DRIED-UP OLD CREEK AND I THINK THAT HIS KNEECAP IS STARTIN' TO LEAK!
OH, WHAT A BEAUTIFUL SCALPEL! OH, WHAT A BEAUTIFUL KNIFE!
I GOT A BEAUTIFUL FEELING WE CAN STILL SAVE HIS POOR LIFE!
MOXIE
WON'T YOU PASS ME THE NUMBER 8 SUTURE! WON'T YOU PASS ME THE NUMBER 5 SUTURE!
HIS SKIN'S GETTIN' CLAMMY, HIS FACE LOOKS ALL WHITE! AND SOMEHOW I THINK THAT HE AIN'T BREATHIN' RIGHT!

If Tennessee Williams Wrote: LITTLE ORPHAN ANNIE

AH FEEL OLD, BIG DADDY... DO AH LOOK OLD?
YUH LOOK FINE, LITTLE ANNIE... NOW, HUSH UP... BIG DADDY'S MAKIN' OUT HIS WILL...
ARF
MAKIN' OUT YO' WILL? WHY YUH DOIN' THET, BIG DADDY?
'CAUSE YO BIG DADDY JEST FOUND OUT HE'S A-DYIN', LITTLE ANNIE...
ARF
IT'S 'CAUSE YUH DRINK TOO MUCH... THAT'S WHY YO'RE DYIN', BIG DADDY...
AH TOL' YUH NEVER TO TELL ME THET, LITTLE ANNIE...
GRR
TENNESSEE WILLIAMS

Wrote: DONALD DUCK

I DUNNO! HEY... THERE'S UNCLE DONALD WITH A DAME!
IT'S THAT PAULINE POODLE! HE PICKED HER UP AT THE EMPORIUM!
DUCK INN
BOY, IS SHE A DOG!
DOG OR NO DOG, AT LEAST HE'S GOT A DATE TONIGHT!
YOU CAN GET A BAD REPUTATION GOING OUT WITH DOGS LIKE THAT!
THAT'S RIGHT! SO... WHADDYA WANNA DO TONIGHT, HUEY?
DEAD DUCK
DUCK EGGS SLIGHTLY QUACKED 30¢ A DOZEN
DADDY GHAYESKY
I DUNNO! WHADDA YOU... HEY, DEWEY! WHERE YUH GOING?
WHADDYA WANNA DO TONIGHT? I DUNNO, WHADDA YOU WANNA DO TONIGHT? IT'S DISGUSTING! Y'KNOW WHAT I'M GONNA DO TONIGHT? I'M GONNA CALL UP DAISY DUCK!

Wrote: DICK TRACY

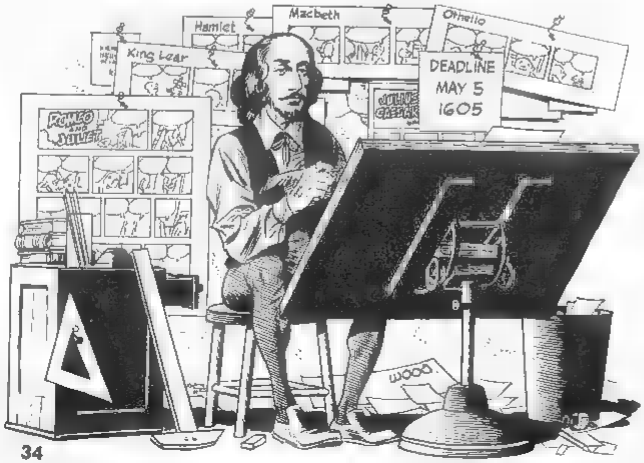
YOU POLISHED UP THE APPLE AT THE STATION HOUSE?
I POLISHED UP THE APPLE AT SUCH A CLIP THAT NOW I AM A FLATFOOT IN A COMIC STRIP!
GUN
THOUGH I MAY BE TRAPPED AND I HAVE NO GUN, STILL YOU'LL NEVER EVER KILL ME 'CAUSE IT CAN'T BE DONE! THE WHOLE DARN FORCE IS WAITING DOWN BELOW! I SUMMONED ALL THE BOYS ON MY WRIST RADIO!
HE SUMMONED ALL THEM COPS ON HIS WRIST RADIO!
BIRD
3-WAY WRIST RADIO
SO EVEN IF I'M HELPLESS IN YOUR EVIL GRIP, YOU CANNOT KILL A FLATFOOT IN A COMIC STRIP!
GILBERT & SULLIVAN

Wrote: PEANUTS

FOR IT'S BROWN, BROWN, BROWN! WHAT'S THE MATTER, CAN'T YOU GET OFF THE GROUN'?
EEEK! HE'S HEADED FOR THE LEDGE! NOW HE'S GOIN' O'ER THE EDGE!
RUDYARD KIPLING
YOU'RE A BETTER MAN THAN I AM, CHARLIE BROWN!

We've decided that the trouble with The Comics today is that they just ain't got no literary value! Things might have been a lot different if they'd started off right in the first place. We're convinced that comics would be considered high-class reading matter if only they'd hired some famous authors, poets and playwrights to handle the actual writing. So, if you have a strong stomach, keep reading and see what would've happened

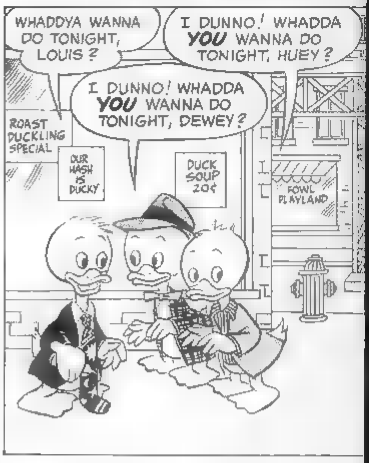
IF FAMOUS AUTHORS WROTE THE COMICS



PICTURES BY WALLACE WOOD

TEXT BY FRANK JACOBS

If Paddy Chayefsky


WHADDYA WANNA DO TONIGHT, LOUIS?
I DUNNO! WHADDA YOU WANNA DO TONIGHT, HUEY?
I DUNNO! WHADDA YOU WANNA DO TONIGHT, DEWEY?
ROAST DUCKLING SPECIAL
OUR WASH IS DUCKY
DUCK SOUP 20¢
FOWL PLAYLAND

If Gilbert & Sullivan

BEFORE I KILL YOU, TRACY, TELL ME HOW YOU BECAME A FLATFOOT?
WHEN I WAS A LAD
I WALKED A BEAT
AS A ROOKIE PATROLMAN
ON A ONE-WAY STREET!
I SHOOK WITH FEAR
AND WAS MEEK AS A MOUSE
AND I POLISHED UP THE
APPLE AT THE STATION
HOUSE!
CROOKS
COP
DOWN

If Rudyard Kipling

YOU CAN TALK OF PLAYIN' BALL
OR OF CLIMBIN' UP A WALL
OR OF PLAYIN' "LONDON BRIDGE
IS FALLIN' DOWN!"
BUT WHEN IT COMES TO TRYIN'
OUT A KITE THAT YOU'D BE FLYIN',
THEN YOU'D BETTER GIVE A CALL
TO CHARLIE BROWN!

Being both a member of the literati and the illiterati, Don Martin is familiar with the soul-searching torment

ON CHOOSING A BOOK

**Rebuttle: Get another job as a butler.

**Elf: Mr. Neuman's nickname

ALFRED E. NEUMAN

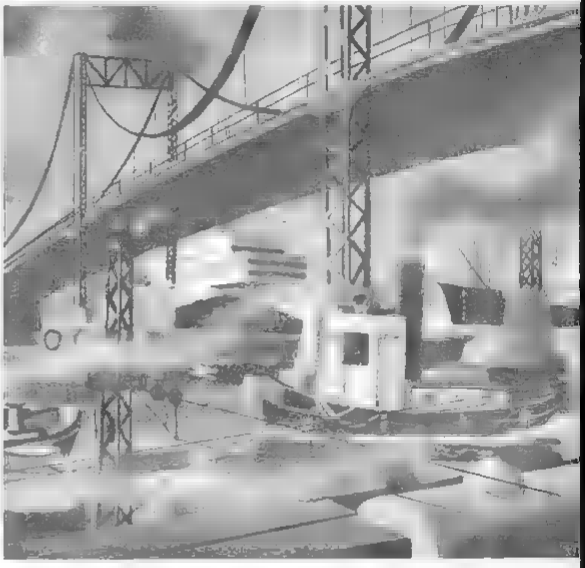
"Designing a modern building for the International Export and Import Company was quite a challenge. I am certainly pleased with the magnificent results my extraordinary talents were able to produce, considering the low fee I charged. You will note that in my brilliantly executed rendering, I have imaginatively blended a mixture of both the commercial and the monumental in this edifice. In all due modesty so typical of noted architects today, I believe this to be not only my finest design, but also the very finest created anywhere, anytime!

ARCHITECT'S DRAWING

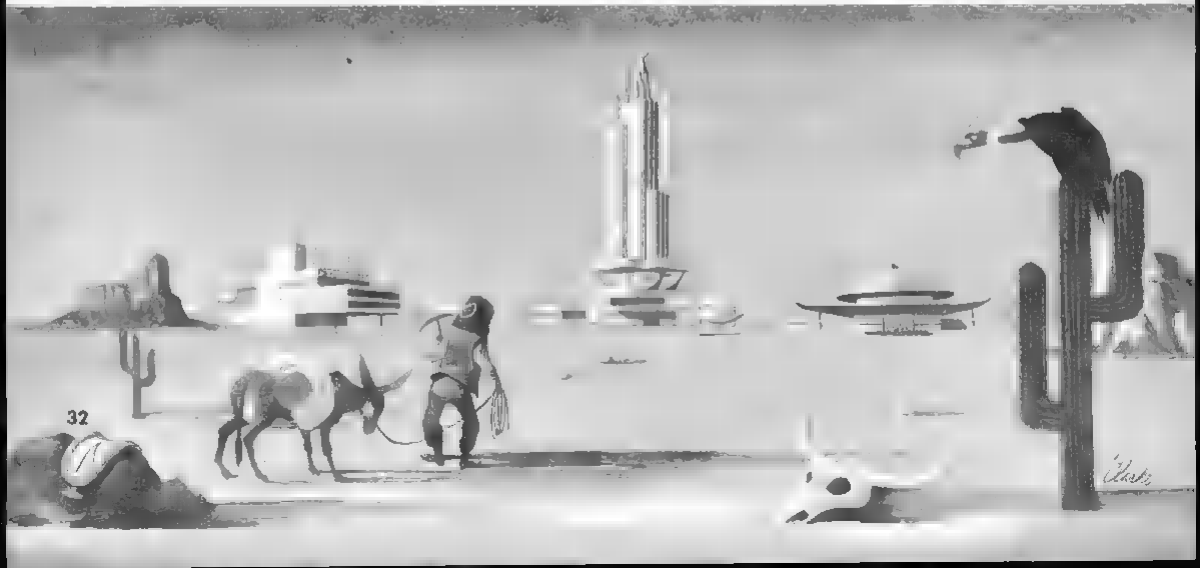
Commercial building shows beauty and business can be mixed.

PHOTO OF FINISHED BUILDING

Only possible view is from busy river, which is impossible.



AND SO, MAD IS FORCED TO CONCLUDE THAT MODERN ARCHITECTURAL DESIGNS ARE FINE . . . BUT HERE'S THE ONLY WAY THE ACTUAL BUILDINGS CAN BE ERECTED SO PEOPLE WILL GET TO SEE WHAT THEY REALLY LOOK LIKE . . .



promise of spacious and better living for tomorrow. But then, somehow—somewhere—between the drawing board and the actual building, the magic gets lost. Here are three examples of . . . .

PICTURES BY BOB CLARKE

CHITECTURE

BETWEEN THE DRAWING AND THE BUILDING!

MIES VAN DER ROEBUCK

"I've always believed that months of study should precede every architectural endeavor. So, when a syndicate of Miami investors prevailed upon me to design a modern luxury refreshment stand, I immediately left to study the building site. Months of sitting on the beach, sketching, planning, studying, dreaming, and acquiring a delightful sun-tan followed. Finally, with all my calculations complete (and coincidentally with the end of the winter season) I headed back North to my office where I completed and submitted my drawings—and my bill."

ARCHITECT'S DRAWING

Magnificent Miami refreshment stand includes combination of simple tropical beauty with look of modern luxury.

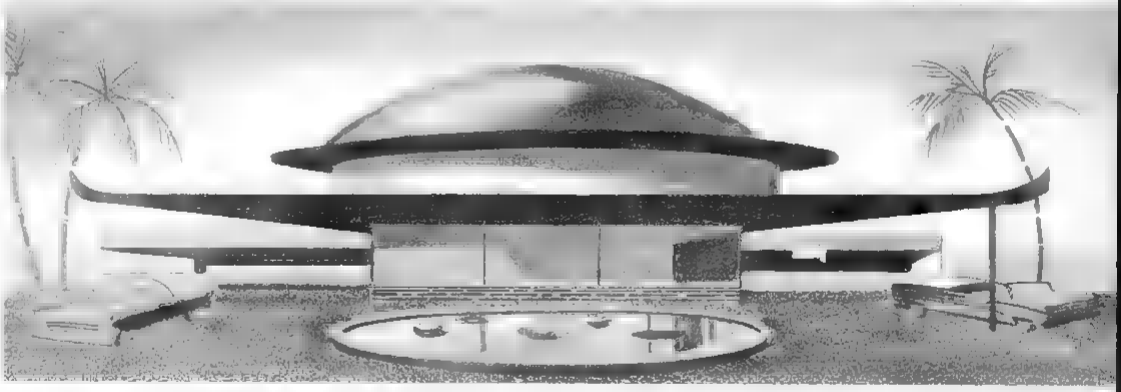


PHOTO OF FINISHED BUILDING

Miami real estate is so valuable, buildings are jammed together and crowd refreshment stand out of picture.

**Bauteria: Rear door to a cafeteria.

Frequently, in newspapers and magazines, the public is treated to an architect's rendering of a proposed new building. These drawings always convey a feeling of uncluttered beauty, and a

**Adorns Hui Chinese chimney.

MODERN AR

...AND THE STRANGE THINGS THAT HAPPEN

FRANK LLOYD WRIGHTEOUS

"The modern building should fit into its surroundings as if nature had planned it that way. In designing my superb skyscraper for New York City, I took into consideration the natural character of the city. Thus, I cleverly conceived of the tall obelisk shape which blends in so well with these surroundings. I paid particular attention to the fact that the busy city people are everywhere, and used my ingenuity to plan the building so it would look right from every angle."

ARCHITECT'S DRAWING

Modern skyscraper designed to look right from every angle.

PHOTO OF FINISHED BUILDING

From every angle, we decided this showed most of building.

SIMPLE PHRASES FOR TRAVELING IN
CUBA

No, I do not want a photo of Desi Arnaz's birthplace!	¡No, no quiero una estampa del pueblo natal de Desi Arnaz!	Por-*ti*-rio ru-bi-ro-sa er-nes-to le-cu-o-na ra-fa-el tru-jill-o jr.
What time does the next sugar plantation go up?	¿A que hora explota la proxima central de azucar?	Jo-se fer-*rer* mi-guel-*ito* val-dez xa-vier cu-*ga*!
There ■ ■ sniper in my hotel room!	¡Hay un guerrillero francotirador en mi habitacion!	Jo-se i-*tur*-bileo car-illo can-*tin*-flas juan pe-ron
Why are we landing in rebel territory?	¿Por qué estamos aterrizando en territorio rebelde?	li-ber-tad la-*mar*-que sal-va-dor da-*li* ti-*to* puen-te
How long will I be held as a hostage?	¡Mire, por favor, no me lleve ante su líder!	Mi-*guel* co-*var*-ru-bi-as pan-cho vil-*la* car-*men* a-*mayo*
Please don't take me to your leader!	Por cuanto tiempo me van a detener como rehén?	Ri-*ta* can-si-no do-*lo*-res del rio luis do-*min*-guin
I demand to speak to the American Consul!	¡Exijo hablar con el consul Americano!	Ped-*ro* de cor-do-ba don a-me-che don Q ba-car-di

MODERN PHRASES FOR TRAVELING IN
The Middle East

Room Service? There is oil coming out of my shower!	كة وأعده شرؤ. مو سجلات أعد	Dza *bhast* freh-nd yore *cahr*-hast hev-er hahd!
Please do not auction off my wife!	يكية صندوق تسجيل الامر	Hit *muhzt* bhee jeh-lee cawze *jahm* dohn shahck lak-dot!
Are the paratroopers friendly?	البيان	How-r-yah gohn-a *kip*-em dow-non-ah fah-*rm*?
When may we expect a border crisis?	التعو في بضات المقاول ظفوها	Hafta dey've zeen pah-ree?
Shouldn't they sweep up that U.N. observer?	شهـد الدفعـات التاريخ	Howmah-nee *hartz* haff-yew *broh*-ken?
No, I am not supplying Soviet Russian arms.	الشهر رسم	Aye thawt aye *tol*-yew tu-wayt in-de *cahr*.
I demand to speak to the American Consul!	المقا الحالي العربية شهر	Yew kent doo-dis tuh-mee!

**Dismantled: What the Yankees will be when Mickey leaves.

USEFUL PHRASES FOR TRAVELING IN
JAPAN

No, I am *not* Red Buttons!	そ は 利 権 の と 信 は 义 教 宗 S	Aw, Goh-Wan—*Yu Bo-Dah* Hih!
Hurry, my rickshaw is double-parked!	す 更 變 を 念 に 並 由 自 る	Rhee-Lee-Fiss Juz-Tah Swah-Lo Ah-Way!
Look! My tuna fish is glowing!	又 に 獨 Ω 車	Beh-Tah Bye Burd-Zai!
Where can I buy a lead kimono?	受 を 干 渉 は 利 己 自 S で な ﾊ	Goo-Too Zee Lahs-Trop!
Don't try to sell me any cheap U.S.A. imitations!	意 を 並 く 自 見 あ 由	Wee-Dee-Siss Za Bray-Ka-Fass Offa Chom-Pee-Uhns!
I refuse to take off my shoes, because I got holes in my socks.	意 且 っ 完 全 同 な	Wha-Choo No Jo —Hai *Juss* Gah Bak Frum Ko-Ko-Mo.
I demand to speak to the American Consul!	偶 配 は 姻 婚 な と 者	Hit-Zo Ees-See Won Yu Yuze Lezz-Toy!

NECESSARY PHRASES FOR TRAVELING IN
CZECHOSLOVAKIA

I demand to speak to the American Consul!	Přípravte mi, prosím, horku lázeň ■ přineste!	Yu klodz *kent* gat ha-vay vit diss!

POLAND

What do you mean, there's no American Consul?	Czy mógłby mi pan wzkazac najblizszy w . . .	Doss-*sint* Chan Foss-teh Dul-*liss* shtop hyere?

HUNGARY

But I tell you, I'm an American citizen!	Vegye az ötödik utcát balra és a hatodikat jobbra.	Yuzz fur-hin-hars har-*hall* hah-lyke!

ROUMANIA

What do you mean, you never heard of America!	Dorim a jumătate da sticlă de vinul rosu al tarei.	Ch-aaaa-aaaalp!

TIMELY PHRASES FOR TRAVELING IN
AFRICA

Where is the gangrene repellant?	ለጽ የሆኑ ጉዳዮችን ከብዙ ጎጠት ጀምሮ የሠራተኞች ድርጅት	Wharr wherr ooo whan dee *lahts* whenn owt?
There is ■ python in my sleeping bag!	ግሥታት እንደራሴዎ ተብብረው ይሠሩ ነበ	Cuht ahh-*long* dee doh-ted ta-yin.
Please shoo away the vultures.	18 አባሎች አሎት ንው ምክር ቤትም ያደርጋል ■ ሳንድ	Boo-la boo-la boo-la *boola*.
Faster! The Rhinoceros ■ gaining!	በጠቅሳላው ጉባኤ · መጠን ስብሰባ	*Mah*/Heez mah-kin *ahz* aht mee!
I can't because my gun ■ jammed!	ፉሚ ኮር (ሶቪያል) ሴሳም ይሆነ የመሳ መሠረታዊ የሆነው	Zipp-ahh-dee-doo-dah-zipp-ahh-dee-aye!
Will the claw marks fade?	ጽሑፎች ያቀርባል። ቁን እያዘጋጀ ለጠቅ እንዲደረግ በተፈለ	Wharr dooh ail-lee-uhns gho tuh rey-*giss*-tah?

I am afraid I've lost my safari.	የቁጠበና	Shoh-mee dee *wai*-ta goh-hohm.
No, I do *not* want to be King of the Pygmies.	እስከሁን ድረስ (ኢንተርኔሽናል ኅ፡ ም፡ንው ■ የተ	Yahs, whee *hohv* no Bah-Nah-Nahs.
Is there some way to bring my wife back to normal size?	እንዚህም አባሎች ሥራውን ለማከና ገዳይ ሙሳኔ የሚ	Hub-hah hub-hah good-rich rhub-hah?
But I did *not* write "Witch Doctor"!	የእርሻ ድርጅት ቋሚው አሎ ■ '	Ahnd *thehn* ah wroht "Stah-duh-sst."
Does Blue Cross coverage apply in Mau Mau territory?	ጉባኤ የፈቀደለት ጊዜም ለፀጥታ ም አገልግሎትን አባ	Hoo puht dee *Ohvoh Awls* een Miss-huss Murr-feez *chow*-dah?
Isn't it against International Law to eat American citizens?	በየካቲት ወር የጦር መሣሪያ	Dooh yewz may-ik dee-uz mih-stay-icks een Heen-gui-ish?
I demand to speak to the American Consul!	በአምምነት እንዲሠ ነት እንዲኖራቸው ከሞና ሞና ሥራዎቹ	Yew cahnt *dew* dees tuh mee!

**Ruthless: The Yankees after the Babe left.

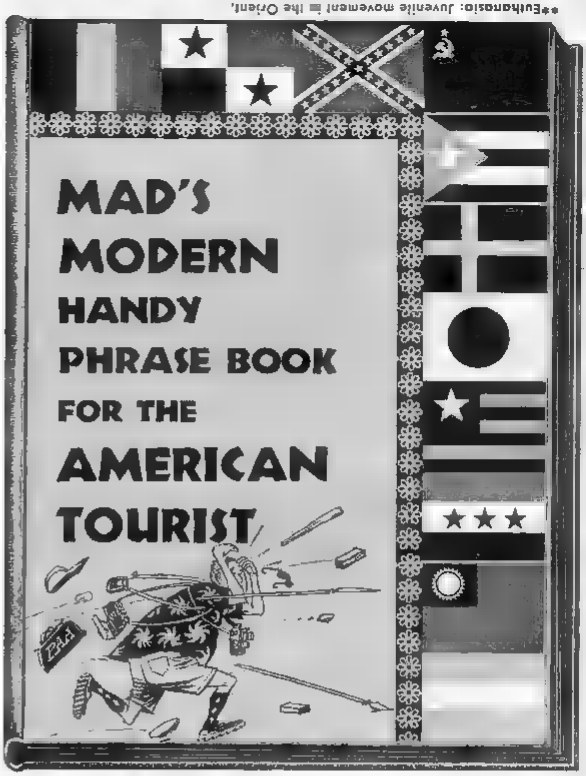
UP-TO-DATE PHRASES FOR TRAVELING IN
Formosa, Quemoy & Matsu

Are we too early for the cease-fire?	喝[1] 不 喝 喝 足[2] 了	How Mah-Nee Plees Foh *Deen*-Hah?
Is there a bomb shelter in this hotel?	我 餓 得 很 不[4] 喝	Yoo Wahn-Too *Ohr*-Der Nohw Plees?
Who ■ putting Red propaganda in the Fortune Cookies?	洒[3] 錢 我 渴 的 很[3]	Wha-Tees Play-*Ying* Wit Chah-Lee Chan Mu-Vee?
My bullet-proof vest is too tight.	不 會[4] 喝 酒 喝 酒[3]	Hah Choo! Gah *Zun* Tait! Ten-Kyoo!
Sorry, but there is no towel ■ my hotel room.	我 不[4] 渴 渴[3] 不 渴	*Sah*-Lee Chee-Ken Chow-Mein All Gunn!
Sorry, but there ■ no floor in my hotel room.	不 喝[1] 了 喝[1] 不 得 喝 茶[2]	*Sah* Lee, No Sub-Stee-Toot Won-Ton Soop Foh Egg-Loll.

Sorry, but there is no hotel around my hotel room.	白[2] 酒 紅[2] 茶 黃[2] 酒 紅[2] 酒	*Sah* Lee, Ohn-Lee Wun Deesh Flum Eesh Koh-Lum On Doh-Lah Din Hah.
May I search the rubble for my belongings?	我 不 大[4] 餓 ነው፣ 開 水	Yoo Wahn Rah-See Coo-Kee Ohr Eye-See Cleem Foh Dee-Sert?
Where is my CARE package?	我 不[2] 餓	Sum *Fun* Hei Kee-d?
What time does the shelling stop?	我 餓[4] 一 點 兒 涼[2] 開 水	Yoo Wan *Star*-Chee Hin Col-Lar?
It is only a flesh wound.	你 愛[4] 不 愛 我 餓[4] 了	Noh Tee-Kee Noh Shir-Tee.
Please hand me my crutch.	我 不 愛[4] 吃[3] 愛	Lung Toi-Mee Noh See.
I demand to speak to the American Consul!	一 頓 飯[4] 午[3] 晚[3] 飯 飯	Yew Noh Kan Doo Dees Tew Mee!

NUTS TO VOUS DEPT.

When people go traveling abroad, they usually take things with them that make their trip more enjoyable. F'rinstance things like money! They usually also take those handy little "Guide Books" which help them get along in foreign languages. These guide books are crammed full of phrases like "How much is it?", "That's too much!", "My toast is cold!", "My room is hot!" and so on. Well, perhaps these inept, simple-minded comments were good enough for travelers abroad in the past. Unfortunately, things have changed. People who go abroad these days need phrases to fit the situations they'll run into today! So, to help today's traveler, here is...



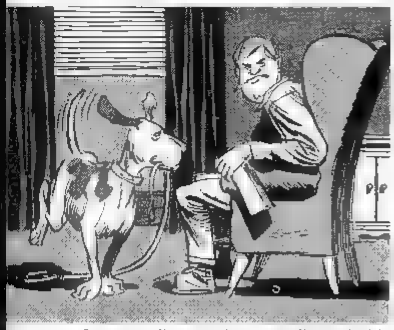
**Euthanasia: Juvenile movement ■ the Orient.

HANDY PHRASES FOR TRAVELING IN RUSSIA

When will I get my camera back?	**Спальни—комнаты, принимаютъ гостей въ которыхъ**	Hchoo-vostat *tay*-dee hchye *tsaw* yoo veel lest-ni-yit?
Has the chambermaid finished searching my luggage?	**Полъ ея устланъ коврами, и на спятъ люди.**	Dyit-yoo hav yoor tsoop too-dyay?
Which corner of the room ■ mine?	**Въ гостинной вис кухнѣ приготовля ютъ кушанье.**	Izz dere hay *dock*-tur hin tzee howze?
What time is the ex-Commissar's funeral?	**Столовая-комната, которой кушаютъ.**	*Vhat* har lit-teel gowrls may-de huv?
What time ■ the new Commissar's funeral?	**Около стола**	Vhat ist diss *tzing* corld luff?
Our guide is very friendly.	**Въ столовой стоя стоятъ нѣсколько**	Tzee cho *muz* gho hon.
Why was our guide liquidated?	**Въ выхъ или въ круглый столъ и высокій буфетъ.**	Iz *hev*-ree budd-hee hap-hee?
Waiter, there's a dictaphone in my borscht!	**Въ гостинной при съѣстные припасы хранятся въ**	Tsam, hyu med tsee *pahntz tu lungl*
The handcuffs are chafing my wrists.	**Полъ ея устланъ стѣнахъ висятъ пр коврами, и на**	Cluz cuh-vor bee-*fohr* strah-kink.
Do you have a cell with a view?	**Спальни ятъ люди; спальняхъ стоятъ кухнѣ иригото**	Vye du fahr-menz *vhere rahd* suz-pehn-derz?
Will I need my galoshes in Siberia?	**Въ столовой стоя которой кушаютъ: и ужинаютъ.**	Hchow har tzings een Glock-hcha-mohr-hcha?
Is this how you treated Adlai Stevenson?	**Около стола**	Veel tsöck-tsess *spowr!* Hchrock Hchun-tahr?
I demand to see the American Consul!	**Столовая-комната, высокій буфетъ.**	Hchew kent *du* dzits tu mhee!

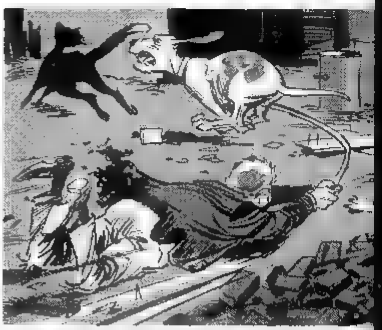
TRAINING YOUR MASTER

LOSING THE LEASH



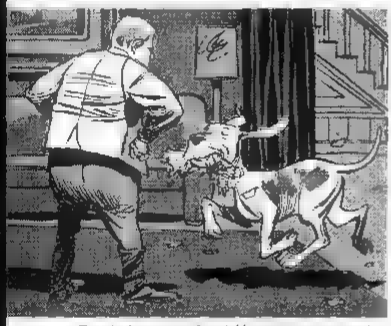
On your first walk, you will probably have to wear a leash. We know this is silly, but don't fight it. Play along with this stupid game at first. Once you are outside, clever maneuvering will teach your master who's the boss.

Immediately head for the nearest tree, whether you need to or not. Proceed to circle the tree several times so it will be impossible for your master to disentangle you. Such tactics should annoy him so much he'll unleash you.

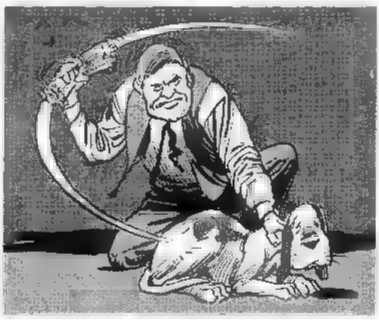


If this fails, then without warning, start chasing something. This can be a cat, a bird, another dog, anything. Eventually, your master will have to let go of the leash. After a few days of this, he'll be thoroughly trained.

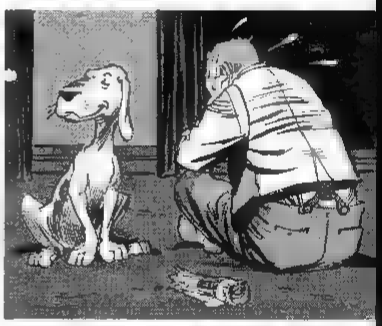
FETCHING HIS OWN PAPER



Don't be surprised if your new master expects you to carry his newspaper in the house from the front stoop. You can break him of this annoying habit immediately by using your paws and teeth to render his paper unreadable.



This may, of course, anger him. Brace yourself to be whacked several times on the rump with the rolled-up paper. More often than not, it will not hurt at all, but don't you let on! Instead, just look sad-eyed and whimper softly.



This will cause your master to feel sorry for you, and guilty for losing his temper. He will hate himself for what he has done, and apologize over and over. Be noble and don't laugh in his face. After all, he's only human!

THROWING THE STICK

Teaching your master to throw a stick so you can fetch it is great fun. It often gives you an excuse to explore new territories, and make new friends.

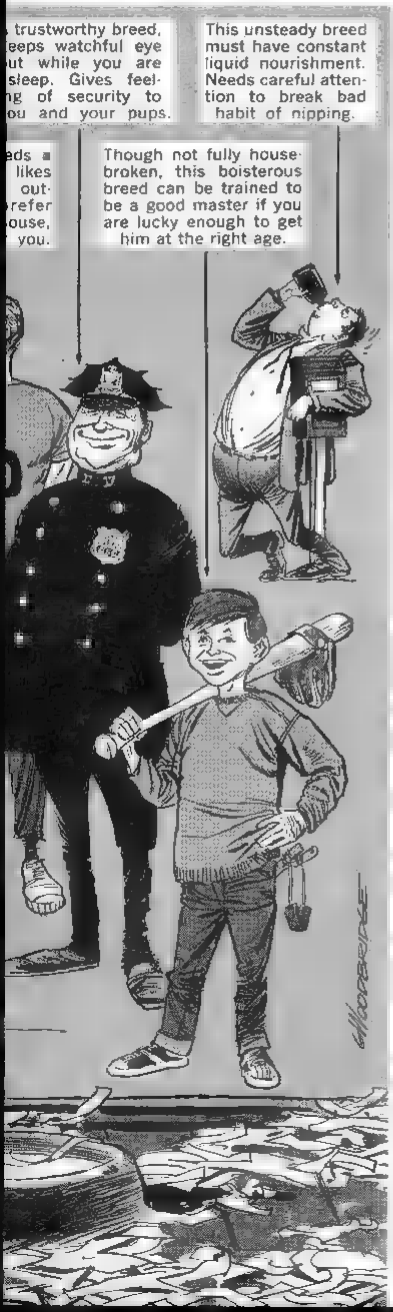
**Wolfsbane: An old maid.

There are several variations of this game which you can teach your master. One of these is to fetch the wrong stick and see if he notices any difference.

Do not be angry if he doesn't master tricks the first time. Be kind to him. Remember, even tho he's just a dumb animal, a man is a dog's best friend.

OUR MASTER

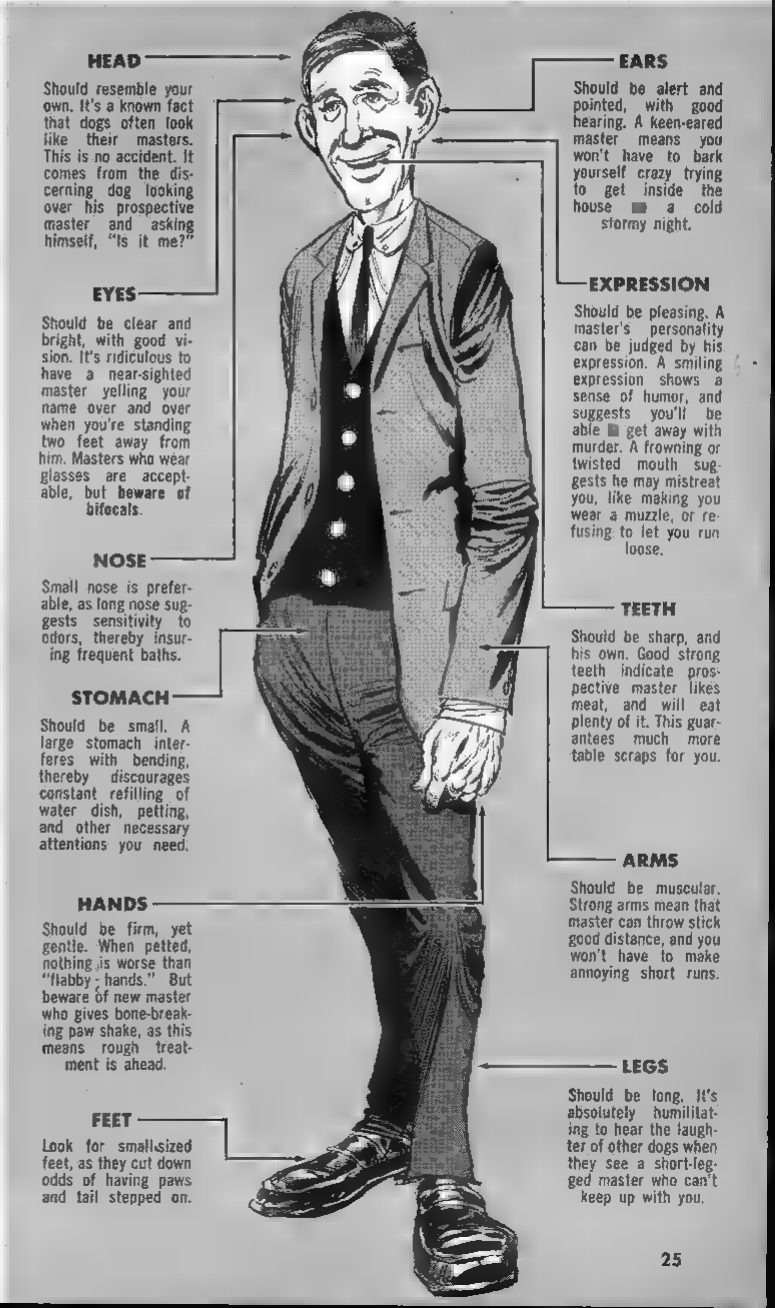
ne glass, looking up at
beings are easily won
ection, and from the
ne palm of your paw.


trustworthy breed, eeps watchful eye ut while you are steep. Gives feel- ng of security to ou and your pups.
This unsteady breed must have constant liquid nourishment. Needs careful attention to break bad habit of nipping.
eds likes out- refer ouse, you.
Though not fully house-broken, this boisterous breed can be trained to be a good master if you are lucky enough to get him at the right age.
WOODBRIDGE

**Forum: Not capitum.

CHECKING YOUR CHOICE

Once you have chosen your breed of master, you must carefully check his individual specifications. A well-bred master can be judged by examining the following parts of his body. If they fail to meet all these rigid standards, bite him and start searching all over again.



HEAD

Should resemble your own. It's a known fact that dogs often look like their masters. This is no accident. It comes from the discerning dog looking over his prospective master and asking himself, "Is it me?"

EARS

Should be alert and pointed, with good hearing. A keen-eared master means you won't have to bark yourself crazy trying to get inside the house ■ a cold stormy night.

EYES

Should be clear and bright, with good vision. It's ridiculous to have a near-sighted master yelling your name over and over when you're standing two feet away from him. Masters who wear glasses are acceptable, but **beware of bifocals.**

EXPRESSION

Should be pleasing. A master's personality can be judged by his expression. A smiling expression shows a sense of humor, and suggests you'll be able ■ get away with murder. A frowning or twisted mouth suggests he may mistreat you, like making you wear a muzzle, or refusing to let you run loose.

NOSE

Small nose is preferable, as long nose suggests sensitivity to odors, thereby insuring frequent baths.

TEETH

Should be sharp, and his own. Good strong teeth indicate prospective master likes meat, and will eat plenty of it. This guarantees much more table scraps for you.

STOMACH

Should be small. A large stomach interferes with bending, thereby discourages constant refilling of water dish, petting, and other necessary attentions you need.

ARMS

Should be muscular. Strong arms mean that master can throw stick good distance, and you won't have to make annoying short runs.

HANDS

Should be firm, yet gentle. When petted, nothing is worse than "flabby hands." But beware of new master who gives bone-breaking paw shake, as this means rough treatment is ahead.

LEGS

Should be long. It's absolutely humiliating to hear the laughter of other dogs when they see a short-legged master who can't keep up with you.

FEET

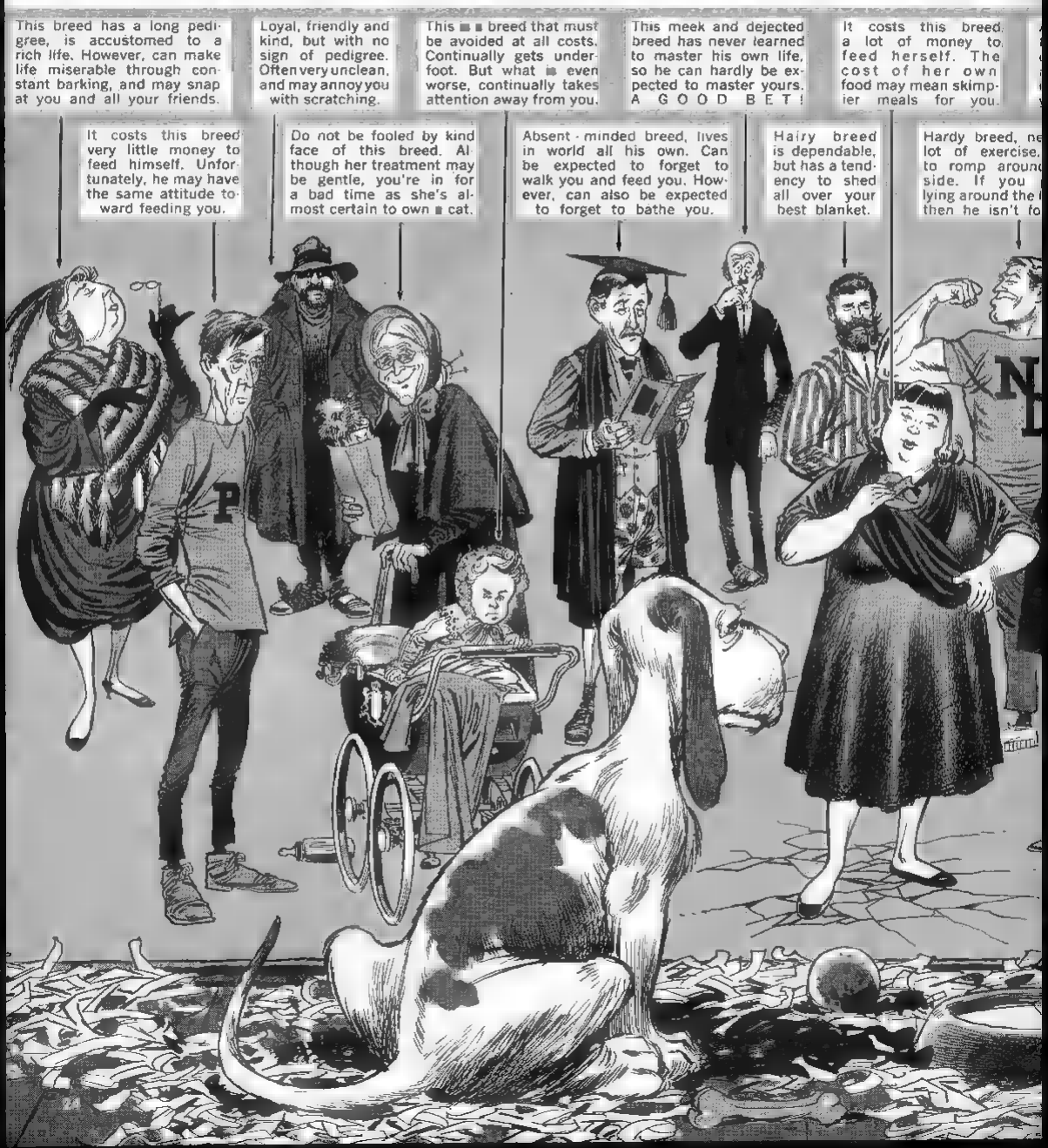
Look for small-sized feet, as they cut down odds of having paws and tail stepped on.

**Egotist: Someone with a practiced I.

CHOOSING Y

SELECTING THE BREED

There are various breeds of masters a potential human-owner can choose from. Be sure that the one you select will fit in with the way of life you want to lead. Once you've made your choice, play up to him (or her) by barking, wagging your tail, pawing t him soulfully, and whining. Humani over by such demonstrations of af outset, you'll have your master in


This breed has a long pedigree, is accustomed to a rich life. However, can make life miserable through constant barking, and may snap at you and all your friends.
Loyal, friendly and kind, but with no sign of pedigree. Often very unclean, and may annoy you with scratching.
This ■ ■ breed that must be avoided at all costs. Continually gets underfoot. But what ■ even worse, continually takes attention away from you.
This meek and dejected breed has never learned to master his own life, so he can hardly be expected to master yours. A GOOD BET!
It costs this breed a lot of money to feed herself. The cost of her own food may mean skimpier meals for you.
It costs this breed very little money to feed himself. Unfortunately, he may have the same attitude toward feeding you.
Do not be fooled by kind face of this breed. Although her treatment may be gentle, you're in for a bad time as she's almost certain to own ■ cat.
Absent-minded breed, lives in world all his own. Can be expected to forget to walk you and feed you. However, can also be expected to forget to bathe you.
Hairy breed is dependable, but has a tendency to shed all over your best blanket.
Hardy breed, ne lot of exercise. to romp around side. If you lying around the then he isn't fo

A DOGHOUSE IS NOT A HOME DEPT.

Have you noticed how, more and more, dog owners are treating their pets like members of the family? Well, we at MAD have discovered that this trend toward letting Fido eat in the dining room, sleep in the master bedroom, and generally run the lives of the people around him comes as no accident. Actually, it's part of a calculated plan by the Dog World, and we hesitate to guess where it will all end. To support our claim, we offer in evidence the following book, which we forcibly took from a cute little Cocker Spaniel puppy in a pet shop window the other night:

HOW TO CHOOSE AND TRAIN YOUR MASTER

By
BRUCE BEAGLE
President, WOOF
(World Order Of
Flea-Scratchers)

Including Special Sections On:

CHECKING YOUR MASTER'S PEDIGREE • GETTING OUT-OF-DOORS WHEN NOBODY'S HOME • CO-EXISTING WITH CATS AND CHILDREN • OBTAINING A LOW LICENSE NUMBER • SIX METHODS FOR GETTING A NEW DOGHOUSE • WHAT EVERY PUP SHOULD KNOW ABOUT PETTING • GETTING YOUR OWN WAY THROUGH HUNGER STRIKES

DE-LUXE PAW-INDEXED EDITION

A RANDOM DOGHOUSE SELECTION

PICTURES BY GEORGE WOODBRIDGE

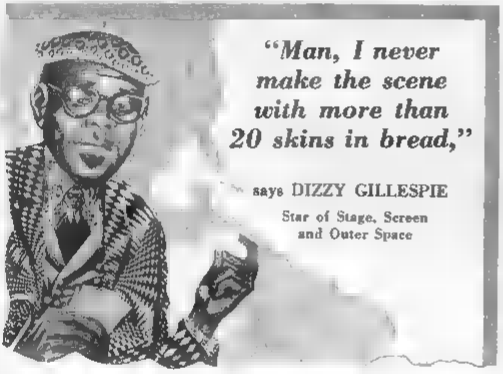
**Contributor: Tricky Lawyer.

**Cellmate: Pennpal.

The Cat Who Swings His Own Axe Digs...

ONLY VICEROY HAS A SWINGING CAT'S REED... A VIPER CAT'S GROOVE!

This cat's hip to the sound. Digs the groovy from what's nowhere, picks up on the specks 'stead of fakin' them!

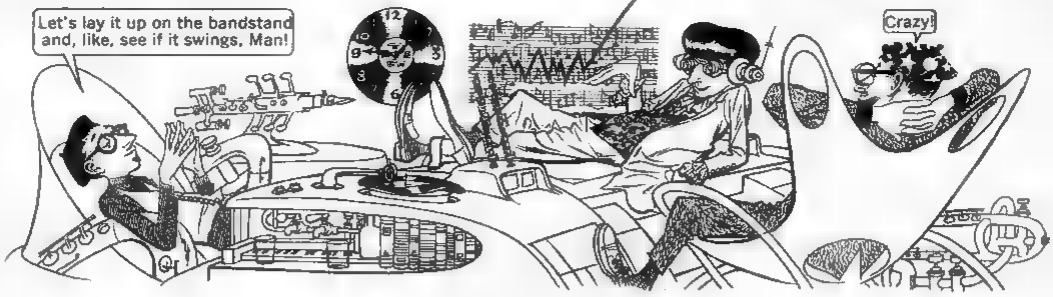


"Man, I never make the scene with more than 20 skins in bread,"

says DIZZY GILLESPIE

Star of Stage, Screen and Outer Space

He lays on only GLEEM - the choppergrease for cats who can't sand after every scoff



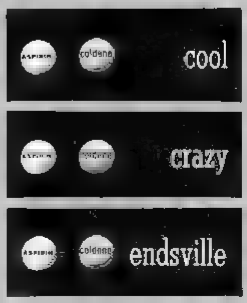
RSUADERS

In pegging a gone reed weed . . .

IT'S WHAT'S WAY OUT THAT SCORES

MR. MILES DAVIS DIGS THE HERTZ CONCEPTION...

For colds



GREY FLANNEL GOATEE DEPT.

Advertisingwise, Madison Avenue has directed its sales pitches at practically every special-interest group you can think of. However, ads directed at one particular special-interest group have been conspicuous by their absence. Mainly, we're talking about ads directed at members of the "cool" generation. With this article, MAD presents, samplewise, what the "cats" can expect once some way-out new Madison Avenue combo gets the message, blows a new sound, and...

THE HIDDEN PERSUADERS become THE HIP PE

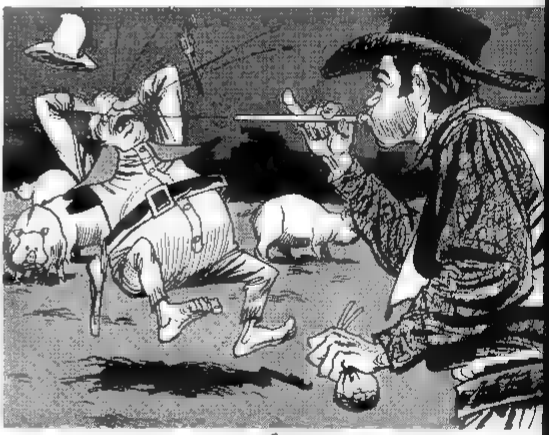
PICTURES BY WALLACE WOOD

**Taboo Reaction to Mr. Hunter's acting.

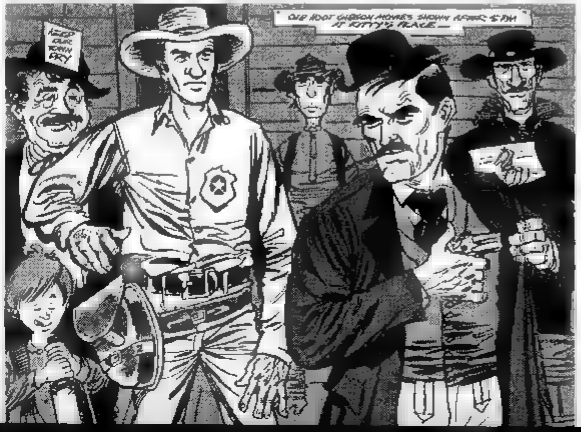
WESTERN WEAPONS OF THE FUTURE

PICTURES BY GEORGE WOODBRIDGE

VINT BLOWHARD



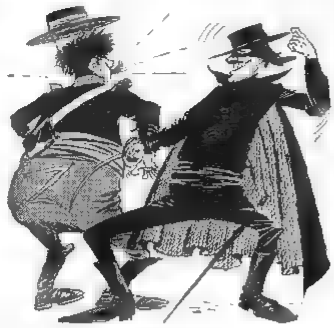
MATT MERINGUE



Colt 45: Middle-aged horse.

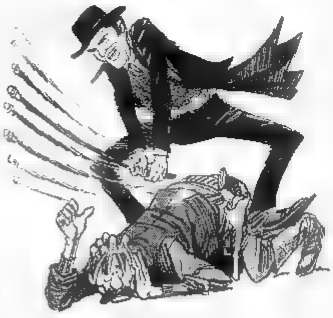
HAVE SPITTOON—WILL TRAVEL DEPT.

HAVE YOU NOTICED LATELY HOW THE PISTOL IS VANISHING AMONG TV WESTERN HEROES?



"Zorro"
carves his initials with A SWORD

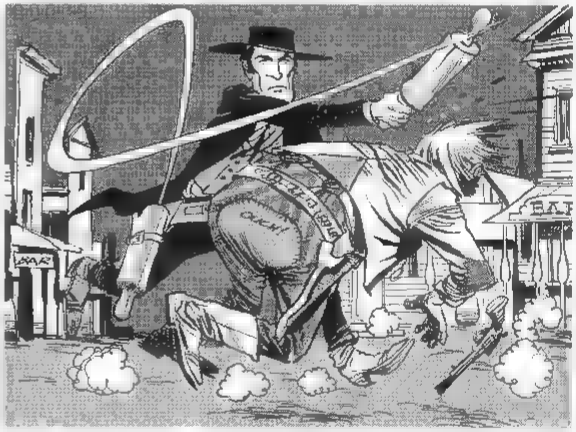
"Jim Bowie"
carves his enemies with A KNIFE



"Bat Masterson"
belts the bad guys with A CANE

MAD PREDICTS THAT IN A SHORT WHILE, THE ONCE-MIGHTY SIX-GUN WILL DISAPPEAR COMPLETELY, AND WE'LL BE SEEING A RASH OF NEW TV WESTERN HEROES USING THESE

WYATT BOP



BRETT SLING

Photo as used by **HOUSE AND GARDEN**

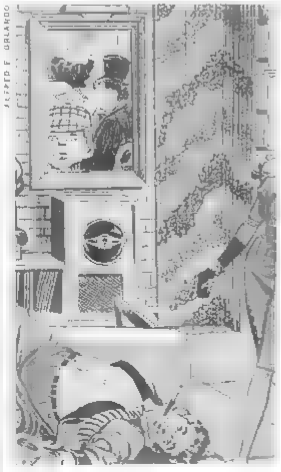
Penthouse Decorated in Tasteful Elegance

ALFRED F. ORLANDO PHOTO SERVICE

The luxury of penthouse living is clearly demonstrated in the apartment of the late New York stockbroker, Irving Finster. Decorated in contrasting tones of lavender and orange, the tastefully appointed living room combines modern beauty with Victorian absurdity. Furniture is by Hans Farshimmelt, carpeting is by Rancid, and draperies are by The Window. Entire room is set off by Chartreuse-tinted indirect lighting. Entire apartment is set off by Dynamite.

Photo as used by **ART NEWS**

EARLY VAN DREK PURCHASED BY STOCKBROKER



ALFRED F. ORLANDO

"Barmaid At The Moulin Rouge," painted by the French Impressionist, Scroulous Van Drek, (1850-1950) decorates the New York apartment of the late Irving R. Finster (1900-1959), prominent stockbroker. A well-known collector and art connoisseur. Finster purchased the painting for a price estimated ■ $175,000, but actually closer to $7.98. The painting is an early example of the artist's work during his Blue Absinthe period.

Photo as used by **HOLIDAY**

MELVIN ORLANDO

The incomparable beauty of the New York skyline at dusk ■ captured through the glass terrace doors of a 36th floor East Side penthouse on ■ clear Spring morning.

**Arsonist: Someone with a burning desire.

Photo as used by **HI-FI & MUSIC REVIEW**

Stereo Placement Vital to Proper Sound Convergence

To attain the best results with your stereo system, it is advisable to set up your speaker units so that the sound converges at the point where you will spend the most time. An example of this is shown by the stereo system installed in the penthouse apartment of the late Irving Finster, stockbroker and Hi-Fi enthusiast. Note that the sound converges on the area of the sofa. Equipment includes Dual 24" Hrumph speakers, a Frumpt 7-speed changer, a Mange 5-channel amplifier, a Glick diamond-studded cartridge, and an Atrocious price tag.

Photo as used by **BUSINESS WEEK**

VICE-PRESIDENCY OPEN AT MYRTLE, LAUNCH

Wall Street is speculating as to who will succeed the late Irving Finster (shown above) as Junior Partner, and Vice-President of Myrtle, Launch, Purse, Finster and Beansoup. A veteran of 27 years with the company, Finster served 14 years as Vice-President, after working up from Assistant Ticker-Tape-Tosser. Likely replacement is firm's youngest partner, Campbell Beansoup, son of Melville Myrtle, son-in-law of Otto Launch, and first cousin of Harvey Purse.

Photo as used by **VOGUE**

SLIT SHEATH LEADS 1959 FASHIONS

The off-the-back, off-the-shoulder slit sheath has become a "must" item for the off-the-nut well-dressed woman. Exquisitely designed by Pierre Voila in Paris, this original blend of silk and burlap is priced at $249.50

(Model: Zelda Zitzlaff)

Photo as used by **SPORTS ILLUSTRATED**

New jewel-handled revolver favored by sportswomen

A new jewel-handled 22 caliber revolver is fast becoming the favorite of sportswomen everywhere. The feminine firearm holds six shells, or five shells and a small lipstick, and measures five inches in length. Small enough to carry in pocket or purse, the weapon is reported to be extremely accurate when fired straight. Other revolvers for women are available, featuring handles inset with pearl, ivory and mink. Created by Miss Ann Wesson, Co.

**Groom: Bridal Sweetie.

Today, more and more magazines are discovering that, in order to keep up their high circulation, they've got to print the kind of photographs people want to look at . . . mainly the ones spiced with sex and sensationalism. And this creates quite a problem. Most high-class family-type magazines can't print a picture just for the sake of being sensational! So what can they do? They can phony up a sensational picture with a caption that makes it *look* respectable! To show you what we mean, here are some examples of . . .

HOW HIGH-CLASS MAGAZINES CAN USE LOW-CLASS PICTURES

THE ORIGINAL PHOTO AS IT APPEARED IN A LOW-CLASS NEWSPAPER

MILLIONAIRE PLAYBOY SHOT BY SWEETIE IN LOVERS' QUARREL

DAILY SPEW Photo by Orlando

Shapely model Zelda Zitzlaff smiles for photogs after pumping five bullets into body of millionaire boyfriend, stockbroker Irving Finster. Shooting took place last night after hour-long argument in Finster's plush East Side penthouse apartment. "The heel didn't come across with the mink he promised, so I plugged him!" confessed Miss Zitzlaff.

**Filter Cigarette: Tobacco Industry's lip service.

THE LOW-SILHOUETTE CONCUSSION

This accident is usually caused in two ways — entering the car — or leaving it. Bending low is one way to avoid it. However, extreme caution must be used so one does not accidentally strike the face against steering column.

THE POWER-SEAT CONTRACTURE

The majority of mishaps in this category include only passengers in the rear seats being affected. However, some isolated cases are reporting drivers being crushed against the steering wheel and dashboard while moving forward.

THE SWIVEL-SEAT ABRASION

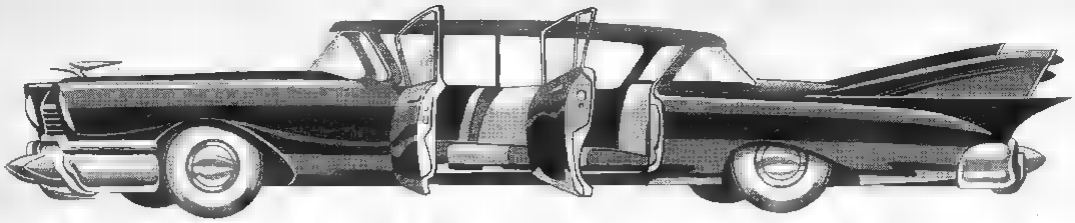
Not enough reports are available in this category, as this safety feature is a relatively new one. The few that have been received are almost impossible to believe. But by using imagination, we can certainly see the possibilities.

**Germicide: Nazi form of Hara-Kiri.

THE SLANT-FENDER SLASH

Even though this latest design-style is comparatively new, it has already chalked up quite a few surprised victims. It seems that these razor-edged fenders neatly slice anyone or anything that happens to come even close.

The most amazing difference between old-fashioned auto accidents and modern auto accidents is that it is no longer necessary for the car to be moving!

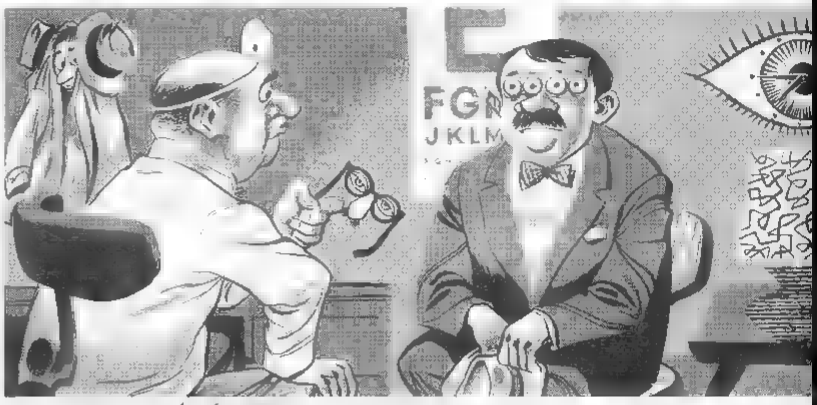


AUTO ACCIDENTS

PICTURES BY BOB CLARKE

THE DOUBLE-HEADLIGHT COMA

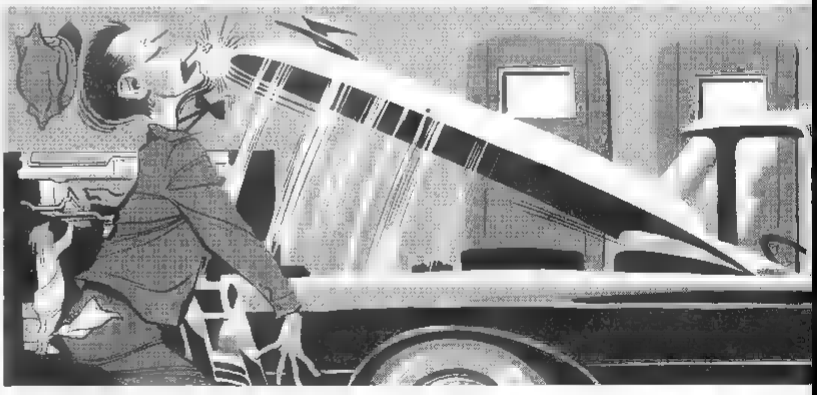
Once upon a time, this accident was caused by oncoming "brights." With today's double-headlights, it is now even being caused by oncoming "dims." In fact, a few cases were reported occuring in broad daylight with no lights on.



••Hackney: Physician's reflex test.

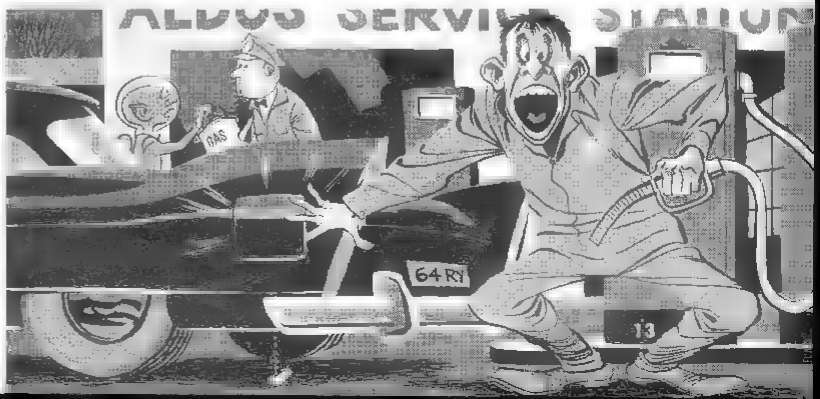
THE HOOD-RELEASE LACERATION

A large number of modern mishaps fall into this category, mainly among service station personnel. Hood acts as if it's stuck, then suddenly springs open, catching victim by surprise—also by chin, nose, teeth, forehead, etc.



THE GAS-COVER AMPUTATION

The high-tension spring which keeps the modern gas tank cover closed contributes much to this injury, but the main damage is caused by the knife-like edges left when the cover itself was stamped out of that metal sheet.



THERE'S A FORD IN YOUR SUTURE DEPT.

One need only to compare the automobiles of yesteryear with the automobiles of today to note the amazing progress being made in modern auto designs. And one need only to compare the files of doctors and hospitals of yesteryear with the files of doctors and hospitals today to note the amazing progress being made in

MODERN

THE DAGMAR FRACTURE

One of the commonest of modern auto accidents being reported, this mishap usually succeeds in shattering the kneecaps, fibula, femur, and shins. Shorter people report having teeth knocked out, and also being stuck in the ear.

THE TAIL-FIN GORE

This mishap usually occurs when unwary pedestrians accidentally back up into parked cars. Also, an increasing number of ruptured stomachs are being reported, too, especially from areas where the lighting facilities are very poor.

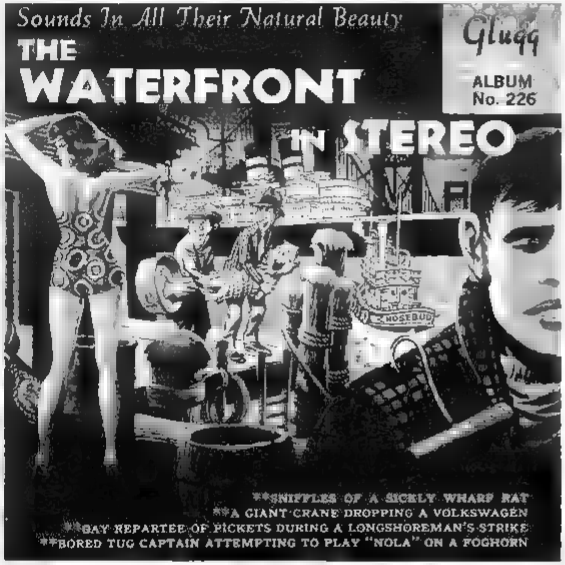
THE POWER-WINDOW STRANGLE

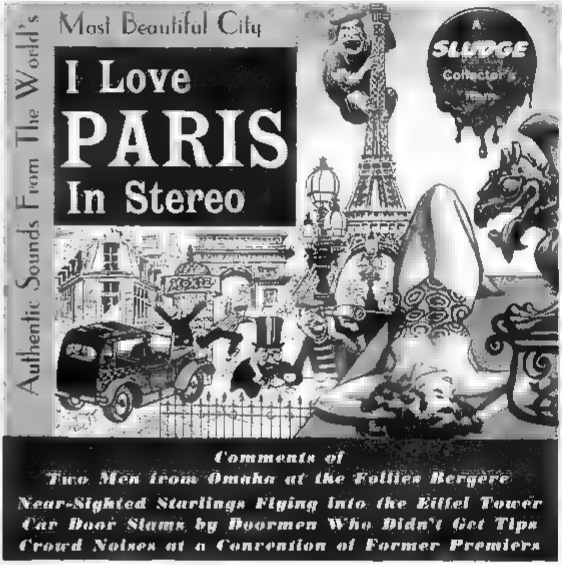
An increasing number of mishaps caused by this latest innovation in labor-saving devices has been reported, especially among those younger auto passengers who hang out windows. Can be serious if not remedied in reasonable time.

—any kind of sound—and he's mainly interested in obtaining authentic recordings of these sounds so he can give his Stereo set a good work-out. To keep Stereo addicts happy, record companies are meeting their demands with a deluge of new Stereo albums like these below, all devoted to . . .

STEREO

PICTURES BY WALLACE WOOD


Sounds In All Their Natural Beauty
THE WATERFRONT IN STEREO
Glugg
ALBUM No. 226
**SNIFFLES OF A SICKLY WHARF RAT
**A GIANT CRANE DROPPING A VOLKSWAGEN
**GAY REPARTEE OF PICKETS DURING A LONGSHOREMAN'S STRIKE
**BORED TUG CAPTAIN ATTEMPTING TO PLAY "NOLA" ON A FOGHORN

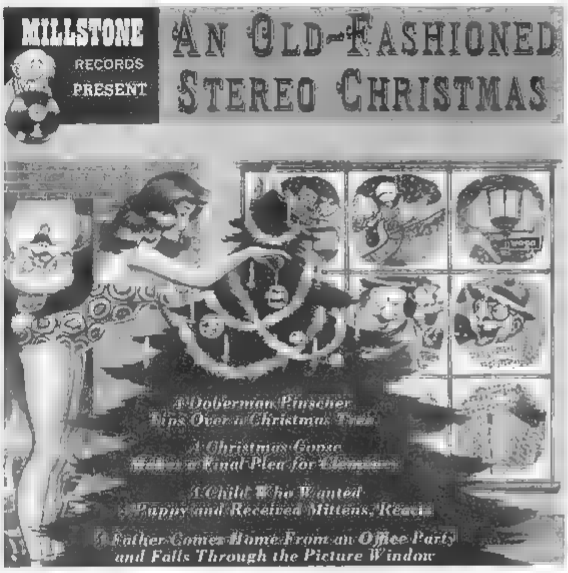

Most Beautiful City
Authentic Sounds From The World's
I Love PARIS In Stereo
A SLUDGE Collector's Item
Comments of
Two Men from Omaha at the Folies Bergere
Near-Sighted Starlings Flying into the Eiffel Tower
Car Door Slams, by Doormen Who Didn't Get Tips
Crowd Noises at a Convention of Former Premiers

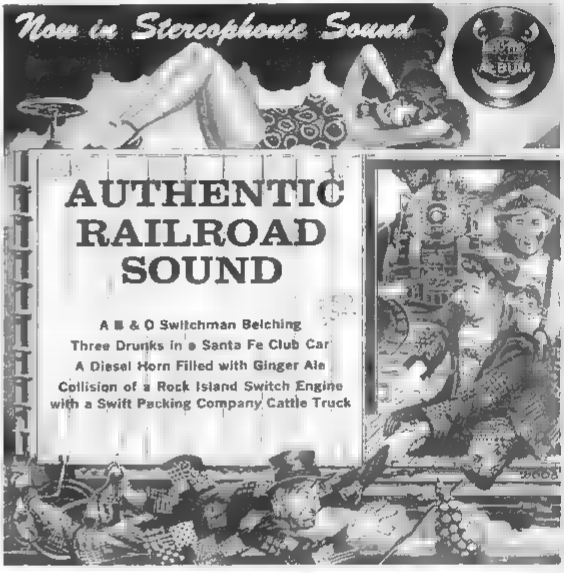
Sports Cars In Stereo
Racing Thrills · Hi-Fi
AN ASTON-MARTIN CRASHING THROUGH A HEN HOUSE
SPECTATORS EATING PIZZA DURING THE MILLE MIGLIA
A TR-3 GARAGED WITH THE MOTOR TURNED OFF
JUAN FANGIO COUNTING HIS MONEY
If it's True Stereo, it's a Miracle

STEREO SOUNDS of NEW YORK at MIDNIGHT
RECORDED AT 30—20000 C.P.S.
EARsplitting RECORDS
—PIGEON FOOTSTEPS IN WASHINGTON SQUARE
—WHEEZINGS OF A MOUNTED POLICEMAN'S ASTHMATIC HORSE
—TWO DRUNKEN U.N. DELEGATES SINGING "ANNIE LAURIE" IN SWAHILI
—CHARWOMEN KICKING THEIR BUCKETS IN LOBBY OF CHRYSLER BUILDING

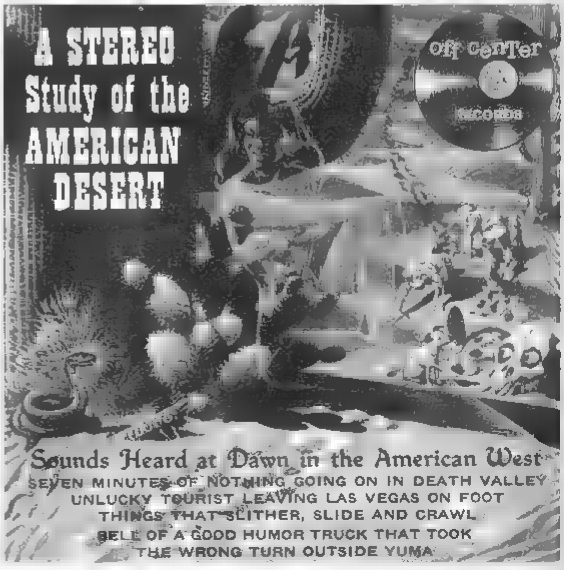
Just when it looks like Hi-Fi is about to run out of steam, the record companies come up with a new gimmick—Stereo! This innovation carries Hi-Fi addiction far beyond the stage of purchasing mere "musical" records. Once he's been hooked, the "Stereo" bug is concerned only with sound

authentic sounds in

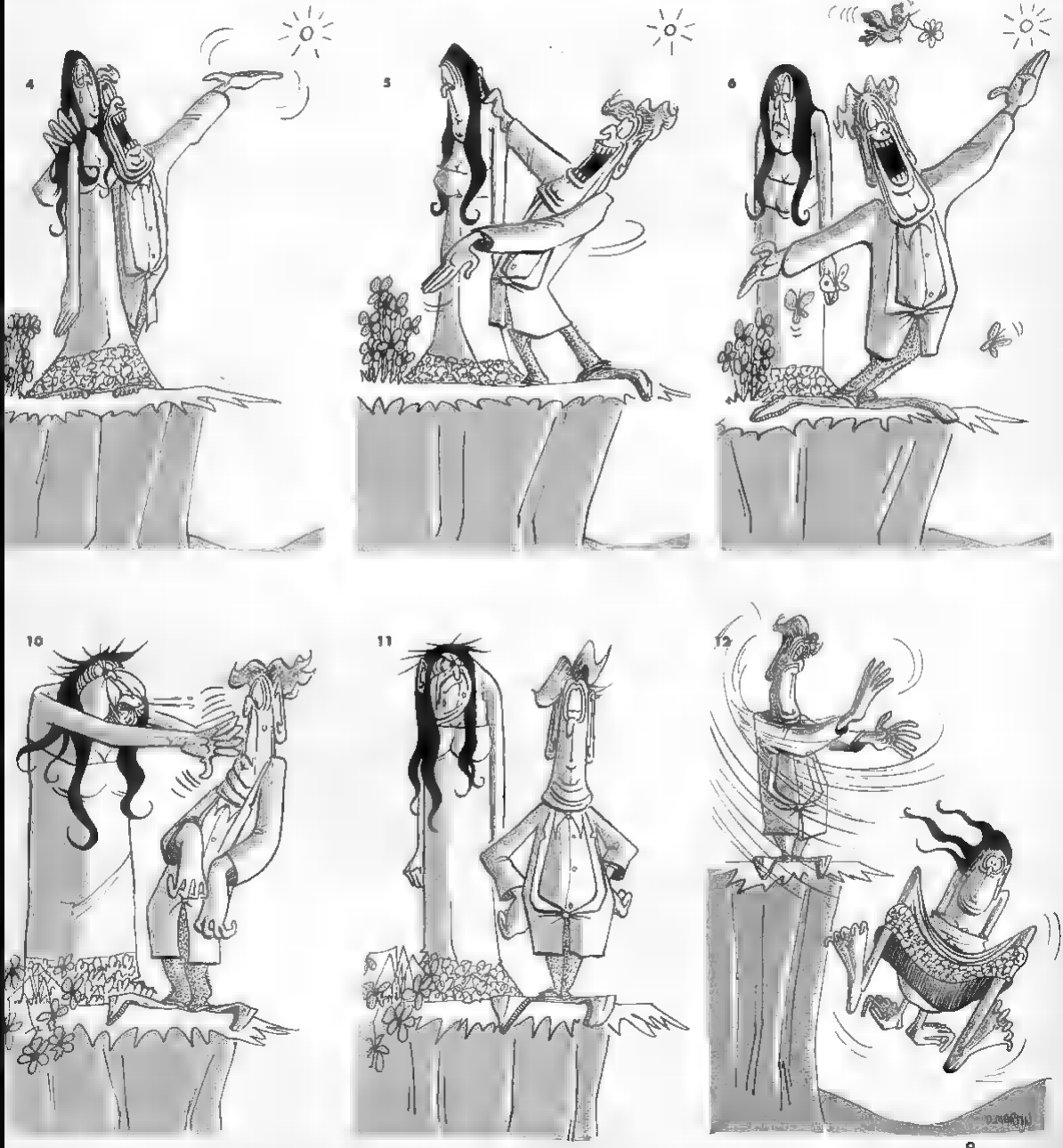



Now in Stereophonic Sound
AUTHENTIC
RAILROAD
SOUND
A & O Switchman Belching
Three Drunks in a Santa Fe Club Car
A Diesel Horn Filled with Ginger Ale
Collision of a Rock Island Switch Engine
with a Swift Packing Company Cattle Truck

SOUNDS OF
AMERICAN INDUSTRY
In Stereophonic High Fidelity
demented
RECORDS
MASS-CULPING DURING COFFEE BREAK AT RIVER ROUGE
SOUNDS OF THE SHERMAN ANTI-TRUST LAW BEING BROKEN
HEARTBEAT OF A NERVOUS WORKMAN IN A NITRO-GLYCERINE FACTORY
GIANT MACHINES STAMPING LARGE STEEL LUMPS INTO SMALL STEEL LUMPS


A STEREO
Study of the
AMERICAN
DESERT
off center
RECORDS
Sounds Heard at Dawn in the American West
SEVEN MINUTES OF NOTHING GOING ON IN DEATH VALLEY
UNLUCKY TOURIST LEAVING LAS VEGAS ON FOOT
THINGS THAT SLITHER, SLIDE AND CRAWL
BELL OF A GOOD HUMOR TRUCK THAT TOOK
THE WRONG TURN OUTSIDE YUMA

SUICIDE



DON MARTIN DEPT. PART I

THE

Don Martin, who is kind, and understanding, and tolerant, and an idiot, tells us about the time he was instrumental in deterring

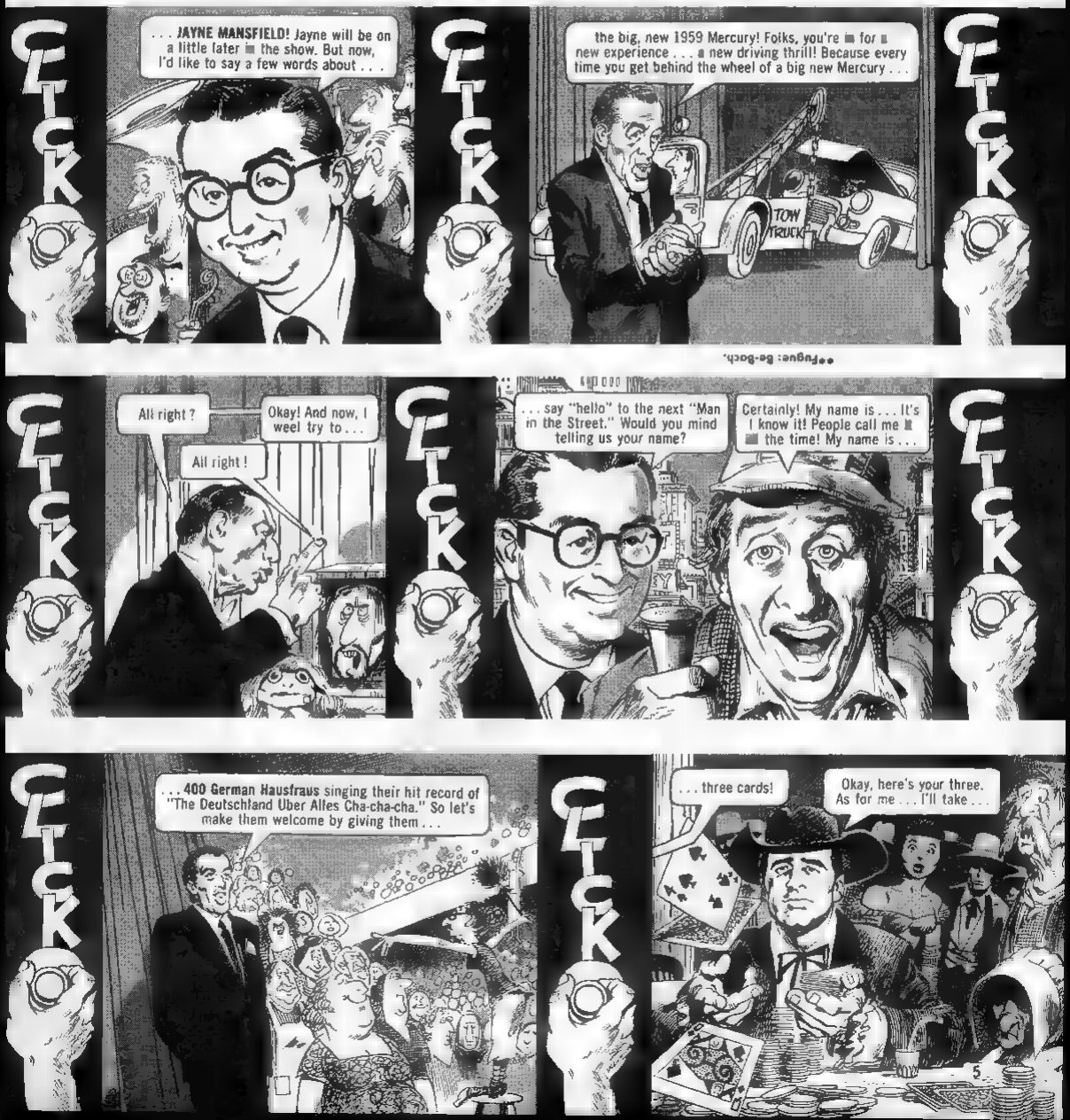
CLICK
. . . play the violin! What are you going ■ play for us, Jayne?
Well, I thought I'd start off by playing . . .
. . . around ■ the audience. There he is! C'mon Mickey! Stand up! I see you . . .
. . . A full house! What have you got?
I've got . . .
. . . Four Aces! The boys are going to sing their latest million-record seller . . .
NEXT WEEK
THE MAN WHO WOULDN'T BE
DUMPED
V.R NIXON
. . . it's such a comfort to take the bus! It's economical and it's fast, too! Greyhound buses ■ from New York to Boston ■ only . . .
GREYHOUND
. . . seven months, and that doesn't include the time spent in the hospital.
Well, your recovery and return to golf will certainly be an inspiration to all of us! As for me . . .
BRETT MAVERICK, who tangles with . . .
. . . the Ed Sullivan Show, when it brings you . . .
. . . The Steve Allen Show!

CLICK
. . . JAYNE MANSFIELD! Well, Jayne, it's nice ■ have you back on our stage! You know, my wife's name is also Jayne!
How oodley! My husband's name ■ also Mickey! You remember my husband, Steve? Mickey . . .
CLICK
. . . Mantle! Mickey ■ in our audience! So let's hear it for him, and maybe he'll stand up and . . .
. . . and I see you, and raise you ten thousand!
Ten thousand dollars! That's an awful lot of money . . .
CLICK
. . . for a cup of coffee! So he says, "I like to tip big!" And speaking of big tips, ■ funny thing happened to me on the way to the studio. And speaking of studios, Steve, I see you've got . . .
CLICK
. . . "Vesti La Giubba"! So here he is, ladies and gentlemen . . . that great tenor of the Metropolitan . . .
CLICK
. . . Golf Course . . . BEN HOGAN! Ben, you've been playing a lot of tournaments. Just how important is driving?
Very important, Ed! When it comes to driving . . .
CLICK
. . . I'll never smile again, until I smile at . . .
CLICK
. . . The Belgian Congo Ballet Company dancing their prize-winning ballet "Afternoon of a Headhunter." So here they are, led by their prima ballerina . . .

In fact, more often than not, this dial-switching manages to come up with some unexpected and far better entertainment than each channel is actually presenting. The only danger in this practice lies in the risk of switching at the wrong moment, so that you end up watching an hour of TV commercials. And that's why we call this pastime . . .

EVENING ROULETTE

PICTURES BY MORT DRUCKER


CLICK
. . . JAYNE MANSFIELD! Jayne will be on a little later in the show. But now, I'd like to say a few words about . . .
CLICK
the big, new 1959 Mercury! Folks, you're in for a new experience . . . a new driving thrill! Because every time you get behind the wheel of a big new Mercury . . .
TOW TRUCK
CLICK
**Fugue: Be-Bach.
CLICK
All right?
All right!
Okay! And now, I weel try to . . .
CLICK
. . . say "hello" to the next "Man in the Street." Would you mind telling us your name?
Certainly! My name is . . . It's I know it! People call me the time! My name is . . .
CLICK
CLICK
. . . 400 German Hausfraus singing their hit record of "The Deutschland Uber Alles Cha-cha-cha." So let's make them welcome by giving them . . .
CLICK
. . . three cards!
Okay, here's your three. As for me . . . I'll take . . .

CHANGE FOR THE BETTER DEPT.

Every Sunday night, TV viewers all over the country are faced with a dilemma: whether to turn on Steve Allen, or Ed Sullivan, or stick with Maverick and see how it ends! We of MAD have solved this problem by the use of judicious dial-switching. That way, we get to see the best of the eight-to-nine TV fare no matter what channel it's on.

SUNDAY TELEVISION

It's THE STEVE ALLEN SHOW—with Steve's special guests: Eydie Gorme —Henny Youngman—and tonight's extra special surprise guest star . . .
CLICK
ED SULLIVAN!
Thank yew! Tonight, we have a really big shew lined up for you! We have Señor Wences—Ben Hogan—The Four Aces—and a special treat! Something big. Something REALLY BIG! . . .
. . . smoke gets in your eyes!
Wonderful, Eydie! Wonderful! What a voice! Isn't she great, folks? Y'know, Eydie, every time you sing, you remind me of . . .
CLICK
. . . BRETT MAVERICK!
That's right, boys! And we're gonna have a friendly little game of 7-card stud! Okay?
SENOR WENCES! Let's hear it for the Señor! And now, a word about the big new Mercury, the only car in America today that gets up to 25 miles per gallon of . . .
CLICK
. . . DRANO! Just pour a little DRANO into your . . .
CLICK
. . . POLAROID LAND CAMERA . . . and in just one minute, you have a finished picture. Now, let's take a look at the one I just took of . . .

**Foul Play: Last night's TV drama.

WHO IS SHE?

Ever since I paid my two bits for the Jan. issue of MAD, I've dreamed about that beautiful face. Who is that divine woman on the back cover?

Larry Swanbom
Denver, Colo.

Who's the chick on the back cover of your January issue?

Bob Vogel
Fullerton, Calif.

Who cares about all the *men* on your staff! Leave them guys to Linda, Gail, Barbara, and the rest. I want to know the name of that beautiful dame on the back cover of your Jan. issue.

Peter Olin
Utica, N.Y.

What's Her Name?

As a matter of fact, as yet we haven't found out her name ourselves! Perhaps you readers have some suggesions?—Ed.

THE WRONG MADISON

Who goofed? In the Jan. issue's marginals, there is a "For Sale — Cheap: A Handy Guide to Madison, Wisconsin — Frank Sinatra". Everybody knows that Frankie-boy put in his time at Madison, *Indiana*, and since we had to put up with him, I think we deserve the correction.

George Willick
Madison, Indiana

MENTAL HEALTH

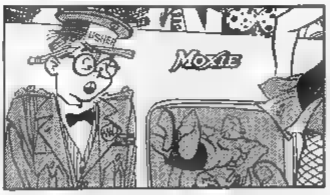
I have a subscription to MAD. After reading one of my issues, my father decided to get one, too. He now keeps all his MAD's in his waiting room. He's a Psychiatrist!

Sally Hardley
New York City

SCRIBBLY

Several years before your magazine started, there was a short-lived comic book called "Scribbly". Now, eight years after its demise, "Scribbly" shows up on page 11 of your January issue in an usher's uniform. I didn't think anyone remembered him but me.

K. H. Richter
Johnstown, N.Y.



Someone Else Remembers

On reading your January issue, I was pleased to note that a picture of "Scribbly" had found its way into a crowd scene. For years, I was a "Scribbly" fan, and it's nice to know that someone besides me remembers the earlier efforts of Sheldon Mayer.

Sheldon Mayer
Rye, N.Y.

EDUCATIONAL AID

Recently, I told my Math teacher my ideal was Alfred E. Neuman. For the rest of the Math period, I had to listen to a tirade on how clods like you were ruining America's youth. After the lecture, I told my teacher I was going to try to get a letter published in MAD. He cheerfully answered that if I did, he'd try his best to get me expelled from school. What do you think of that?

Ronald Soldberg
West Englewood, N.J.

We think it's a grand idea. Here's your letter. And thank your Math Teacher for helping us in our campaign.—Ed.

FOR THE YOUNG IN HEART

I am only 73 years old, but — in this generation's vocabulary — your magazine is "the most"! Just what we need today!

Esther O'Mara
Trenton, N.J.

Please address all correspondence to: MAD, Room 706, Dept. 46, 225 Lafayette Street, New York 12, New York.

THEY'RE SWEEPING THE COUNTRY!

Yes, Street-Cleaners are sweeping the country, gathering up those full-color reproductions of Alfred E. Neuman, MAD's "What—Me Worry?" kid, that readers everywhere are throwing out. If you want one, to keep these dedicated men busy, mail 25¢ to: Dept. "What—Color?", c/o MAD, Room 706, 225 Lafayette Street, New York 12, New York

don't LOOK like an APRIL FOOL

subscribe to MAD

Then, when the next issue comes out in April, you won't LOOK like a fool asking for it at your local newsstand. Instead, you'll merely FEEL like a fool asking for it at your home.

MAD SUBSCRIPTIONS
225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

You're right! I'm tired of LOOKING like a fool for each issue of MAD. Please enter my name as a subscriber and send me the next nine issues. Enclosed is $2.00. Now I can FEEL like a fool waiting for it to come in the mail.

NAME_____

ADDRESS_____

CITY_____ ZONE____

STATE_____

MAD goes on RECORD

And here it is...

Yes, the magazine that has irritated your blood-shot eyes for so long now switches its attack to your wax-crammed ears . . . on

RCA VICTOR'S

BRAND NEW HI-FI LP ALBUM

MUSICALLY MAD

mis-led by

BERNIE GREEN

with the

STEREO MAD-MEN

and featuring

HENRY MORGAN

AVAILABLE NOW AT YOUR FAVORITE MUSIC SHOP

OR BY MAIL (WHICH GIVES US A BIGGER CUT!)

MAD RECORDS
DEPARTMENT MM
225 Lafayette Street
New York 12, N. Y.

I've been buying "MAD Magazine," and I still can't believe my eyes, so send me "Musically MAD," and I probably won't believe my ears!

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

( ) I enclose $3.98 for the Hi-Fi LP Album
( ) I enclose $5.98 for the Stereo LP Album

WORRIED NEIGHBOR

Every time an issue of MAD comes out, I quickly turn to the Letters Page to see if that bomb in your mailbox has gone off. I hope you will get it out of there before it does, as I live right next door at 227 Lafayette Street, and frankly, it's got me worried!

Irene LaCapria
New York City

BUTTERFLY MOUNTING

As a member of the Lepidopterist's Society, I feel it is my duty to protest against the insult directed at us by Don Martin. His drawing on page 18 of the January issue has the effrontery to suggest that a prize is being given for a specimen mounted in such a way that it has been permanently damaged and is of absolutely no scientific value. The pin should always be through the thorax (chest), and never through the wings, as this will invariably tear them.

William L. Wheaton
Bozeman, Montana

Never Like This

It is quite obvious that your splendid artist, Don Martin, is no butterfly collector. You *never* mount butterflies by sticking pins through their wings!

Charles Johnson
Urbana, Illinois

MOXIE

I have been reading MAD since it was an unknown 10¢ comic book. Up till now, I've put up with things like "potrzebie", "axolotl" and "It's crackers to slip a rozzer the dropsy in snide." But now, I have had enough! What I'm trying to say is, what's with this "MOXIE" jazz?

Dennis Hotaling
Seattle, Wash.

After making great strides in the linguistic category of literature, like "What — Me Worry?", "Potrzebie" and "It's crackers . . .", you have brought upon the MAD reader something which petrifies your past achievements. Mainly—"MOXIE". What gives?

Ronald Keeperman
Bronx, N.Y.

You will probably get thousands of letters asking you what "MOXIE" means, so I won't write you a letter asking what "MOXIE" means.

Bob Quick
Berkley, Mich.

Here's a new book title for you: *"What is the new word? Moxie! What does it mean? Five thousand letters to the Editor!"*

Roger Goldman
St. Louis, Mo.

What does it mean? What are you guys trying to do?

Tom Sabo
Hammond, Ind.

Actually, we've been plastering "MOXIE" all over the magazine because we feel it ought to be restored to the popularity and place of prominence it once enjoyed upon the American scene. Yessiree, let's "BRING BACK MOXIE!"—Ed.

FOR A HAPPY MARRAGE

Every time your latest issue appears, my husband and I fight over it. Here's the box score. Three bloody noses, two fractured skulls, and one severe beating about the head and shoulders. Just one request: Please stop publishing, so we can stop killing each other!

Lila M. Vail
Miami, Fla.

IF YOU HAVE THE FEELING MANKIND IS DOOMED, READ

THE LATEST MAD POCKET-SIZE BOOK

THE BROTHERS MAD

(And convince yourself that it's true!)

This fifth collection of humor, parody, satire, and garbage joins "The Mad Reader", "Mad Strikes Back!", "Inside Mad", and "Utterly Mad" in our insidious campaign to split your sides and rot your mind.

YOURS BY MAIL FOR 40¢

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NUMBER 46 APRIL 1959

MAD

"*MAD* expresses the teenagers' cynicism about the world of mass media that their elders have created . . . as . . . a Romanized barbarian might have rebelled against the decadence of Rome . . ." *The New Yorker—Nov. 29, 1958*

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VITAL FEATURES

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This new dial-switching game solves the problem of what Sunday night TV show to watch. Everybody wins except the Trendex.

MODERN AUTO ACCIDENTS 12

Every year, innovations are added to automotive design which bring a new look to the cars, and to the accidents they cause.

LOW-CLASS PHOTOS 15

To sneak in sex and sensationalism, here is how high-class magazines can take low-class photos and use the cream of the crop.

FUTURE WESTERN WEAPONS 18

MAD suggests some future TV western weapons which prove effective but pose vital problem: Where do you carve them notches?

THE HIP PERSUADERS 20

If Madison Ave. phrased their ads in the jargon of the "hip" generation, besides "hard" and "soft", we'd now have "cool" sell.

HOW TO TRAIN YOUR MASTER 23

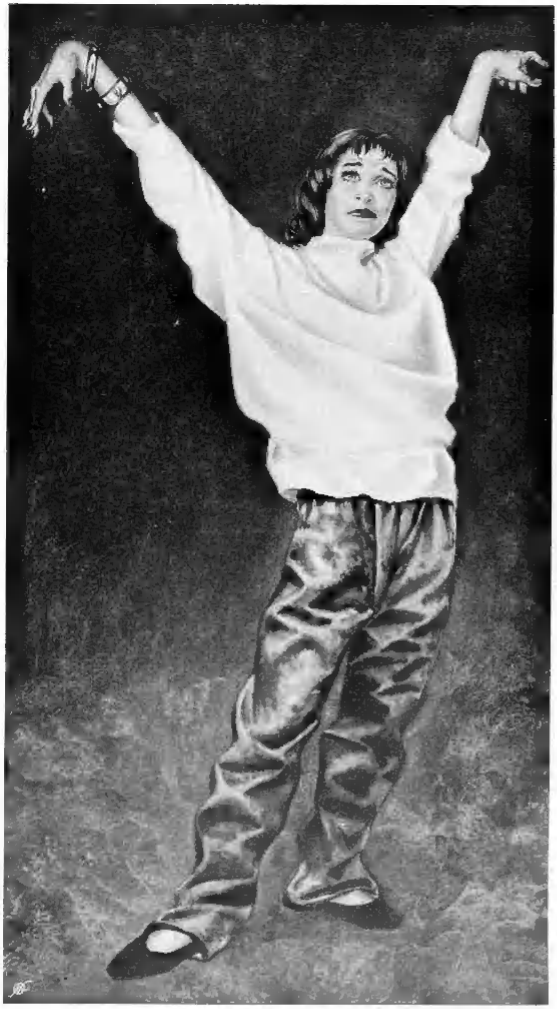
This manual on The Care & Feeding of Humans has been prepared especially for dogs, and guarantees them a new leash on life.

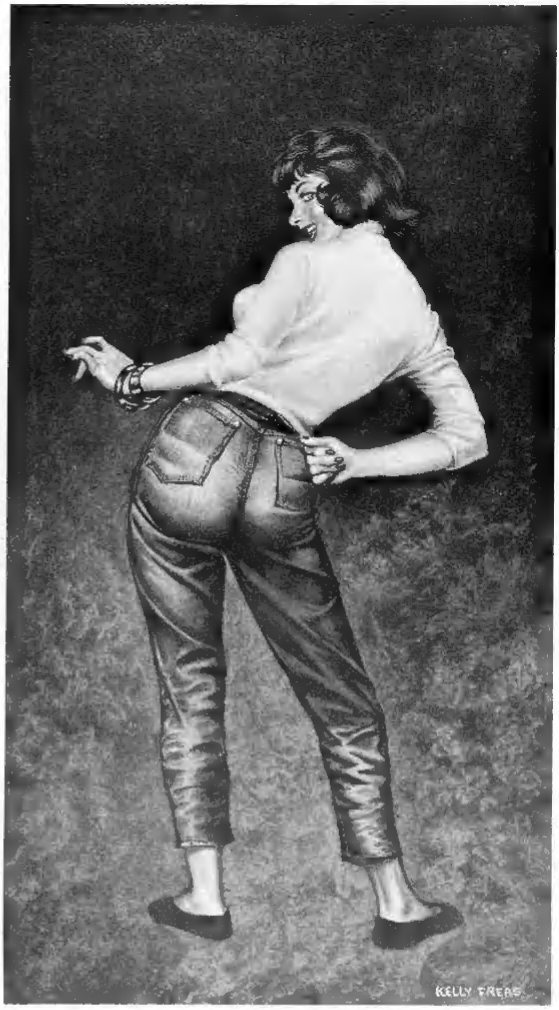
MAD'S HANDY PHRASE BOOK 27

A Guide Book for travelers going abroad today containing handy little phrases to protect these misunderstood Americans.

FAIRY TALE HAPPY ENDINGS 44

Follow-ups on fairy tale "happy endings" show that dream castles constructed by Andersen, Grimm & Co. have shaky foundations.





Wash and Wish...or...Wash and Bewitch?

When a wash-and-wear cotton shrinks, it deserves to be called wash-and-bewitch. And unpleasant as it sounds, some of the new wash-and-wear cottons cannot shrink — right into that tight fit. How can you tell which ones won't?

Easiest thing in the world. Just look for the "Samforized" trademark on wash-and-wear, and then don't buy it. Get any other cotton, and you can be sure it will wash cheerfully, shrink happily, and fit seductively.

For that form-fitting wash-and-wear, avoid the "Samforized" label!

•SAMFORIZED•

TRADE © MARK

SAM. PEABODY & CO. PERMITS USE OF TRADEMARK "SAMFORIZED" ONLY ON FABRICS OF COMPANIES PAYING AN OUTRAGEOUS ROYALTY. FABRICS BEARING TRADEMARK NEVER SHRINK, SO YOU'LL NEVER LOOK BEWITCHING!

See the difference Color TV makes...

With RGA Victim Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er—uh—hmmm!*

Well, there are other programs which are much better examples of what we mean. Take a prize fight, f'rinstance. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed ey — *er* — every stream of bl — *uh* — every ripped and torn — *ahem!*

How about an old movie? In Color, every scene is captured in the sharp contrast of the original black-and-white film — *ulp!*

Well, the weather map comes up real clear in Color so you can almost understand it!

RGA Victim Factory Service Contract. Efficient service for inefficient sets. Only RGA Victim TV owners can buy an RGA Victim, Factory Service Contract. We must limit it that way! We got enough troubles keeping our own sets working without taking on the responsibility of other manufacturers' lemons!

RGA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
(NOW THAT WE SPENT ALL THAT MONEY, WE GOTTA SELL IT!)

RGA VICTIM

THE PRIDE OF OWNERSHIP IS SECOND ONLY TO THE EXPENSE

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